



Irina Sideleva

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Personal Summary

I am an enthusiastic person with higher education and professional experience in web design and marketing. I finished **MA Web Design and Content Planning** course in University of Greenwich. In the meantime develop my creativity and technical skills by working as **freelance web designer and front-end developer**.

I have permission to work in the UK (I have Tier 2 General Dependant Visa and sponsorship is **NOT** required).

Key personal skills:

- Multi-tasking, team work orientation, creativity, desire for self-development, good time management and organizational skills, stress resistance, self-confidence, initiative, adaptability.
- **Languages:** English – advanced, Russian – mother tongue.

Technical skills:

- Adobe Photoshop, Adobe Illustrator, CMS (Drupal, Bitrix, Wordpress, Etomite), **XHTML/HTML5, CSS/CSS3 JQuery** and experience of using JavaScript, PHP, MySQL and SEO.
- I am always focused on **principles of responsive design, semantic mark up, web standards, accessibility**, usability, findability, cross-browser compatibility, aesthetics, separating content from presentation, UX and content planning.
- In **design** process I pay high attention to its conception and details, aesthetic elements and colors.

Career History

Freelance web designer and front-end developer

(October 2013 - present)

I create web sites and support clients by providing list of development ideas and applying those changes. I successfully complete tasks for any step of the web-site development cycle: from brief, competitors analysis and design scratch to interactive wireframe, design mock up and fully responsive web site.

Manager of Internet projects, Textile Holding “Myagky Dom”

(March 2010 - August 2012)

Company's main sites: www.primavelle.ru, www.primavelle-shop.ru, www.ultrastep.ru

I worked with all sites of Russian textile holding “Myagky Dom” which produces home textile, fabrics and embroidery. My main responsibilities were:

- develop the corporative site (www.primavelle.ru): from idea and technical description to testing and content planning;
- create and review internet advert campaigns, analyse clients behaviors using Google Analytics;

- prepare monthly sites attendance reports and statistics of their positions in Search (SEO);
- manage internet-shop (publish new products, special offers, change prices);
- perform regular monitoring and analysis of competitive sites;
- write advertising articles for sites, magazines, brochures and catalogues;
- work with different CMS (Bitrix, Drupal, Etomite, PHP enterprise), fill sites with texts and graphics.

Financial coordinator, “Simple communication” (advertising agency)

(September 2009 - March 2010)

The key tasks for this role were checking the documents, contracts, reviewing and counting finances, working with different areas of advertising business, with pension and medical funds, registering of contracts.

Copywriter, “McCann Erickson Russia” (internship) (<http://mccann.com>)

(January 2009 - March 2009)

On this position I created advertorials, naming, slogans, translated TV commercials and press ads from English language to Russian and back.

Education and Qualification

MA Web Design and Content Planning, University of Greenwich (London, UK)

(September 2012 – October 2013)

Course included:

- **Webpage design** (the use of XHTML and CSS, page design and layout, colour theory, the use of images and image file formats, typography and general graphic design principles such as composition, visual hierarchy, alignment, the use of grids and emphasis);
- **Website Planning** (the focus is on the creation of websites with “user-centred” design techniques and on improving efficiency in the building and management of larger sites. Also it is concerned with some server-side technologies, such as PHP scripting and MySQL databases);
- **Applied art for the Web** (focus is on the design aspect and principles like Information design, graphic design, interaction design, icon design, branding, typography, photography and working techniques, such as the use of grids, colour usage and effective interface design);
- **Content management** (the philosophy, business and organization of publishing content over the internet);
- **Web thesis project** (research, concept, design development and planning of live website before moving through to implementation. It includes all stages of developing: research, analyzing target audience, money plan, traffic revenues, SEO settings, code, design and promotion of the site).

Advertising specialist, State University of Management (Moscow, Russia)

(September 2004 – October 2009)

Student of English Language Course, Greenwich School of English (London, UK)

(July 2007 – August 2007)

Interests and Hobbies

I am interested in cinema, photography, house plants and hand-made jewelry.

References

References are available upon request.