



Vladimir Lubin

UX/UI Designer

I have over 15 years of experience working in the marketing industry starting as a graphic designer. Currently, I work as Prism Services Holdings' Head of Design, improving product design and experience for our customers by using AI analytical tools, creating and improving customer experience models.

Previously, I was a Graphic Designer at OGM Integrated Communications, where I not only designed print executions but helped develop digital and visual marketing tcampaigns.

Competencies: Adobe Photoshop, Adobe XD, Adobe Illustrator and more.

Contact

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- behance.net/Vladi758

References

David Curneen
Former Group COO
EML (ASX: EML)

Sanovnik Destang
Executive Director
Bay Gardens Resorts

Adriana Pirela
Chief Marketing Officer
Mind Valley

Award

2017
CTO Sustainable Tourism
Awards Logo Competition

2014/5/7
Saint Lucia 36TH. Independence
Anniversary Logos

Education

- 2021 (Still in training)
UX Design from Interaction Design foundation
- 2005 (Did not graduate)
Nippisign University
2001 - 2003
Sir Arthur Lewis Community College

Skills

Adobe Photoshop



Adobe Illustrator



Adobe XD



Work Experience

July 2018 (Current)

DIGICEL Financial Services CX/UX/Graphic Designer

- Commissioning and working with external agencies and third parties, in the execution of advertising campaigns
- Oversee the Art Director and any other junior designers
- Managing creative projects on and off country
- The ability to multi-task and work on several projects at once
- Keep up to date with existing and new trends for all forms of advertising (TV, press, digital, out of home, point of sale materials, email campaigns, etc.)
- Be the point person for receiving/trafficking creative design requests from stakeholders, and executing the production in conjunction with the Marketing Analytics and Operations Manager and Art Director
- Assist the CMO and Head of Marcomms with Ad-hoc requests relate to the operations of the department.
- Immaculate filing structure for campaign elements and campaign layered files/outputs
- Set up an environment to access layered files remotely if needed for urgent changes
- Professionally present concepts for approval by including the strategy, and layouts for sign off
- Work closely with the Digital Platforms manager to plan and execute together all digital marketing related to social media, apps and websites
- Assist with compiling marketing plans by working in collaboration with others in the department

September 2005

JE Bergasse Document Centre

Staff Graphic Design

July 2007

Sandals Resorts International

Staff Graphic Design

Novemeber 2008

OGM Integrated Communications

Staff Graphic Design



CTO Sustainable Tourism Logo
(Freelance)



Saint Lucia 32st. Independence
(OGM Communications)



Saint Lucia 34th. Independence
(Freelance)



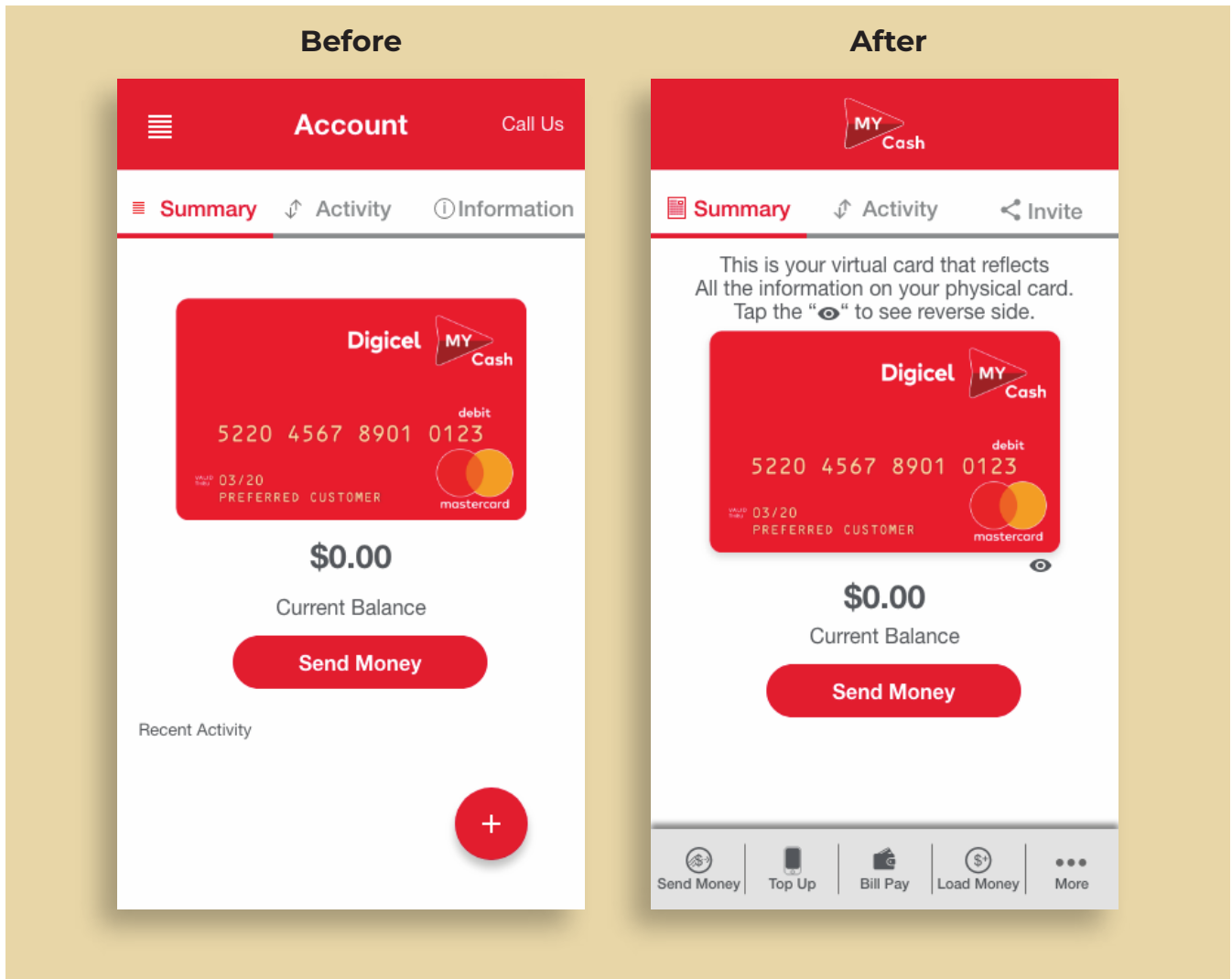
Montserrat Min. of Tourism - Unpublished
(OGM Communications)



Karib Cable VIP Christmas
(OGM Communications)



Blue Water Anniversary Newspaper Supplement
(OGM Communications)



Digicel MyCash Revamp

- 1. Problem:** High sign up drop off.
Solution: Removed all optional field entries. Limit number of entry fields per screen so user is not visually overwhelmed .
- 2. Problem:** Low usage of partner features and navigation difficulties
Solution: Centralized navigation to the bottom of the screens. Served to both educate users on features and to increase ease and speed of use.

UX/UI Project



Digicel International website & app

UX/UI Project



DIGI Belize TopUp website

UX/UI Project



The Planeteer Movement website

Design and UX projects

Websites

Digicel MyCash Website

Sagicor MyCash Website

Digicel MonCash Website

Digicel CellMoni Website

Digicel MyCash Samoa Website

Digicel International Website

Movistar TopUp/Bill Pay Website

Digi Top Up Website

Apps

Digicel MyCash App

Sagicor MyCash App

Digicel MonCash App

Digicel CellMoni App

Digicel MyCash Samoa App

Digicel International App

Digicel El Salvador
MDA Bitcoin Payment