

Andrew Gasanoff

GASANOFF.COM

US Permanent Resident

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Visual design for complex systems with lots of variables.

10+ years in digital marketing for IT. Product design and branding management, iconography, front-end prototyping, wide range of skills in distributed environment & visual languages.

Engineering background & technical mindset: systemic approach to problem solving & workflow optimization, visual programming. I speak engineer.

SKILLS

- 1 Solid visual web design skills combined with artistic product 3d digital art and motion graphics
- 2 UI/UX interactive prototyping with HTML/CSS/Bootstrap
- 3 Brand management, competitive analysis, product identity, digital asset libraries (iconography, logotypes, diagrams, illustrations and many more)
- 4 Technology product visualizations, information architecture, data visualization
- 5 Canvas & SVG vector and CSS animation, Interactive prototypes with Animate CC and After Effects (bodymovin) for web
- 6 Hardpoly modeling, shading, textures & UVs, animation & VFX with 3DsMax/Vray, Moi3D, Houdini, Substance Painter
- 7 Mobile gamedev, VR assets: modeling & optimization, UVs, shading, Houdini digital assets, VFX for Android/iOS mobile apps
- 8 Realtime storytelling and VFX in Unity3D (Amplify Shaders, Shader Graph, Playmaker, Cinemachine, Timeline, Post Processing Stack, VFX Graph, WebGL)

SOFTWARE & TOOLS

Adobe CC

Adobe Xd, Photoshop, Illustrator, InDesign, After Effects, Animate.

3D & VFX

3DsMax & Vray, Houdini, Unity3D, Moi3D, Substance.

EDUCATION

Saratov State University,
School of Mathematics

Master of Science in Information Systems (MSIS) (2003)

Math, OOP, Software and Database Engineering for Economical systems. TA of Econometrics.

PROFESSIONAL EXPERIENCE

Mirantis Inc - Campbell, CA

Open Source Managed Cloud Software company with the focus on Kubernetes and OpenStack.
2007 - Current

Sr. Visual Designer

2016 - Current

- Visual designs for complex fast-paced tech environments & products in digital, print and animation.
- Rapid visual style redesign with hundreds of new visual elements after frequent pivots within limited time span.
- Propel strategies to optimize visual impact among rapidly changing competitor landscape.
- Front-end design, prototype coding with HTML/CSS & Bootstrap to deliver build-ready assets: templates, landing pages, dashboards, A-B tests.
- Iconography for multiple departments:
 - a. 1000+ icons and illustrations for web and marketing software;
 - b. Google drive assets for docs/slides (by type, product, tagged for search);
 - c. Lucidchart SVG vector library or technical/docs team;
 - d. Courses logotypes, icons, ad campaigns for Training;
 - e. Product diagrams, slide decks, brochures and videos for Technical Marketing.
- Digital assets, web/email templates to major marketing platforms: Marketo, Hubspot, Pardot.
- Product visuals & animations, gifs, AR-stickers for social media campaigns.
- Design for 20+ Events and international tech conferences: booth layouts, 3d booth previews, backdrop designs, collateral, video multi-panel 2d/3d animations, demo videos, social media coverage, t-shirts, AR-filters and many more.

Visual Designer

2015 - 2016

Graphic Designer, Contract

2007 - 2015

Multiple Agencies - Moscow, Russia

Web and Branding - Develop Technical Skills, Working for Different Industries/Projects/Teams
2003 - 2015

Full Stack Web Designer, Contract

- Web UI/UX for Wordpress/Joomla/Bitrix/custom CMS. Design templates, datamodel/database managing, html/php/js data-rendering templates prototyping for web/e-commerce.
- Adobe Flash Interactive UI/UX prototyping, navigation/animation/transitions.
- Logo design, visual design, events and collaterals, animations for multiple studios.