

Andrei Zolotarev

Web & Digital Designer | Webflow Developer | Creative Technologist

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Summary statement

Multidisciplinary Web & Digital Designer with 8+ years of experience across web, marketing, UI/UX, branding, and interactive media. I combine design thinking with Webflow development and JavaScript to create engaging digital experiences, scalable websites, CMS-driven systems, and high-performing landing pages.

Experienced in working with marketing and business teams, using analytics, user behaviour, and experimentation to inform design decisions and improve engagement and conversion.

Experience

Designer / Webflow developer | Akveo Jan 2026 — Present

- Develop and maintain marketing websites using Webflow with custom JavaScript integrations
- Build scalable CMS architecture to support dynamic content, SEO structure, and marketing campaigns
- Design and implement landing pages optimized for conversion, engagement, and lead generation
- Collaborate with marketing, SEO, and business development teams to execute quarterly growth strategies
- Continuously improve website performance based on metrics such as conversion rate, bounce rate, and user behavior, Plan, execute, and analyze A/B tests, using GA4 and Microsoft Clarity to optimize user journeys, engagement, and conversion.
- Create UI assets, animations, and interactive elements to enhance user experience and visual differentiation
- Develop custom frontend logic (JavaScript) for interactions, animations, and advanced UI behavior
- Contribute to lead acquisition funnels by improving page structure, messaging hierarchy, and UX flows
- Produce marketing materials including presentations, social media graphics, and promotional videos

Designer / Webflow Developer | Webils Jan 2024 — Mar 2025

- Led company rebranding, including logo design and development of a consistent visual identity across all marketing channels
- Created a wide range of marketing assets: social media content (posts, infographics, Reels), presentations, commercial proposals, email campaigns, brochures, and promo videos
- Designed and developed landing pages using Webflow, focused on traffic acquisition and lead generation
- Produced high-impact advertising and SMM content for client companies, including banners, short-form video, and presentations
- Applied 3D, motion design, and AI tools to create visually distinctive and engaging marketing materials
- Worked with clients across multiple industries, including EdTech, fitness, recruitment platforms, and logistics, adapting design solutions to different business goals and audiences

Special Projects Designer (Editorial & Interactive) | Premiermediainvest holding Mar 2020 — Oct 2023

- Delivered 50+ interactive media projects and commercial websites
- Introduced Webflow-based workflows, increasing team productivity by 80%
- Created data-driven visual experiences reaching 100k+ monthly views

Art-manager | SMK-Holding Mar 2019 — Mar 2020

- Led rebranding for 3 companies and retail network (30+ stores)
- Produced editorial illustrations and commercial video content

Designer | Alkon Company Sep 2017 — Mar 2019

- Designed print and branding materials for events and local businesses
- Participated in large-scale tenders for industrial companies

Core Expertise

Webflow Development • UX/UI Design • A/B Testing • User Research • GA4 • Microsoft Clarity • CRO • Design Systems • CMS Architecture • JavaScript • HTML/CSS • AI Workflows • Performance Optimization • Responsive Design • Accessibility • Motion Design • Marketing Design • Brand Design

Languages

English - **Advanced** Russian - **Native** German - **Intermediate** Spanish - **Pre-Intermediate**

Education

- Political science**
Omsk F.M. Dostoevsky State University
2010 - 2015
- Build Wireframes and Low - Fidelity Prototypes**
Google certificate (Coursera)
2023
- Foundations of User Experience (UX) Design**
Google certificate (Coursera)
2023
- Start the UX Design Process: Empathize, Define, and Ideate**
Google certificate (Coursera)
2023

Achievements

- Webflow Practicioneer certificate **2026**
- Trophy **“Employee of the year”**
SMK-Holding, 2020
- Serteficate IELTS - **Band 6.0**
- Got **Honorable Mention** by **Awwwards** for special project website “Crimes of Omsk”
- TV Appearance, as the city districts illustrations artist, 2019