



CONTACT

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SKILLS

- Webflow ●●●●●●●●●●
- UX/UI Design ●●●●●●●●●●
- Graphic Design ●●●●●●●●●●
- Conversion Rate Optimisation ●●●●●●●●●●
- Performance Marketing ●●●●●●●●●●
- Project Management ●●●●●●●●●●

TOOLS & PLATFORMS

- Webflow
- Figma
- Adobe CC
- Photoshop
- Tilda
- Duda
- HTML/CSS
- Zapier
- ActiveCampaign
- Google Analytics
- Notion

EDUCATION

- 2026 – Current
Web Career Ignite
Flux Academy
- 2023 – 2024
UX/UI Designer Middle+
Uprock School / Online Internship
- June 2020
Leadership & Management
Impellus Training
- 2012 – 2015
Graphic Design BA (Hons)
De Montfort University
- 2010 – 2012
Graphics & Digital Arts
Reading College

Ilya Nasedkin

Web Designer & Webflow Developer

Web Designer and Webflow specialist with 10+ years of experience building high-converting websites, landing pages, and digital products for fast-growing businesses. I take full ownership of web presence — from concept and design to Webflow implementation and conversion optimisation — and thrive in lean, high-velocity environments where shipping fast and iterating faster is the standard.

WORK EXPERIENCE

January 2020 – Present

Eazi-Business — Web Designer & Creative Director

Led all web design and digital output for a global B2B platform serving 40+ countries. Owned the full Webflow build — website, landing pages, and marketing funnels — while working closely with marketing and leadership to continuously improve performance. Managed multiple projects simultaneously with full autonomy and fast turnaround.

- Rebuilt the company website from the ground up, improving SEO rankings and conversion rates
- Designed and deployed multiple landing pages for performance marketing campaigns, iterating rapidly based on conversion data
- Owned the full digital funnel — from lead capture pages to follow-up sequences — contributing to 300+ client acquisitions

August 2015 – January 2020

Eazi-Apps — Graphic Designer

Designed interfaces and web assets for a mobile app-builder platform, working closely with product and development teams. Built reusable design components and visual systems that accelerated delivery across 100+ client projects. Introduced web design standards that improved consistency and reduced revision cycles.

- Redesigned the product's UI across all client-facing surfaces within a two-week deadline
- Built a scalable library of web components and marketing assets used across 100+ client projects
- Collaborated directly with developers to ensure pixel-perfect implementation and fast handoff

2015 – Present

Freelance — Graphic & Web Designer

Independent web design practice serving clients across Austria, the UK, and internationally. End-to-end delivery: UX, visual design, Webflow/Tilda/Duda build, and post-launch optimisation. Clients range from solo professionals to small businesses needing a fast, conversion-ready web presence.

- Designed and developed a website for Okiem, a renowned pianist based in London
- Launched a website and online course platform for a top-rated lash artist in Peterborough
- Successfully completed a web design project for a prestigious sushi restaurant i