

Roman Rusinov

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Hi, my name's Roman Rusinov. At the moment I run my own design studio collaborating with companies big and small doing branding/identity, digital and web design. I also have my own self-initiated projects from time to time.

Some of the brands you might know I've worked with in the past:



Away from the desk I'm an avid mountain biker, traveller and great outdoors advocate. I like to get my hands dirty when it comes to repairs, maintenance and building of things that I use on daily basis, skills that tend to disappear in the service oriented world nowadays. Occasionally I write about some of that in my [journal](#).

Recent Projects.

[Sap & Bark, online pop-up shop for some of my artwork.](#)

[Website design for SPG Weekends, 3rd version of Starwood's marketing campaign.](#)

[Branding, website and experience design for My University Advisor, an online match making for international students and universities.](#)

[Website design for 23andme for educators, genetics education in classrooms around the world.](#)

Overview.

Roman Rusinov is a designer, but he'd be just as happy to be labeled an engineer or analyst; an artist, a builder, a hacker or a maker, a user-experience or an interaction specialist. His practice focuses on design systems that improve relationships between the user and a product to each other's advantages. His love for technology and tools has driven him to build remarkable and powerful products, that people are excited to use. While exercising a good eye for aesthetics, he grasps and distills complex issues and translates them into clean, focused, understandable solutions.

He is equally comfortable discussing color theory, user psychology, or the semantic implications of the DIV tag. He is excited about the endless potential of the web, apps and gadgets. His love for technology and tools has driven me to build remarkable and powerful products that millions of people are excited to use every day.

Roman's portfolio isn't a series of beautiful, generic templates — it's a collection of stories that he can discuss with enthusiasm, and regret... because he is always getting better at what he does and never satisfied with "good enough."

Story.

Roman Rusinov was born in the small Siberian town [Zheleznogorsk](#) on a sunny spring day in 1985. There, he mastered graphic design and fine arts for 6 years at the [College of Arts and Design](#) and in 2005 earned a bachelor degree in business administration, management and operations at the [RIAT](#). In 2006 he relocated to United States, where he started design career in Orlando, FL.

He had an opportunity to work with many great companies and master his skills in print, digital publishing, typography, photography, video, web design, web development, user experience, and interaction design.

In '07 - '08 he worked as a freelance photographer and designer for Standerd and Wake magazines. In 2008 he established Dejavu Design, Inc. It became the hub for his freelance work. In '08 - '09 he joined non-profit Academy Publishing where he designed sponsorship ads for school newsletters around the country.

In 2009 he joined a startup hip-hop magazine [G.O.A.T.](#), where he designed, illustrated and photographed.

In 2012, he joined an extremely talented creative design firm, [Ruxly](#). There, Roman was responsible for branding, website design and development, mobile applications design, user experience and interaction design. Together they worked with some amazing clients such as Starwood, Columbia University, Bacardi, Windsor, Florida Hospital, Harbor House. They also founded a cancer social-network & resource-hub - Know Cancer.

Since mid-2012, he played an active role in non-profit organization [Downtown Credo](#) as a Creative Director. His volunteer work also includes a board membership at local IMBA chapter. Here he is volunteering to help building new bike trails and upkeep existing ones.

In 2013, Roman joined a local startup company. [SightPlan](#), is a software for building and managing apartment

communities. He handled branding, mobile and web applications design, iconography, illustrations and marketing.

With an approachable outgoing personality and excellent communication skills, he established a lot of great relationships around the globe, working with individuals from Russia, Sweden, Germany, Argentina, Australia, Bahamas and China.

Away from the screen, tablet, and keyboard Roman spend most of his free time with beautiful wife and a dog, exploring national forest trails on mountain bikes, hiking to waterfalls, or paddling out to the nearest springs. He greatly enjoy photography, music, art and making-building-fixing things.

Skills.

Producing simple yet innovative, unique, and efficient designs is an essential component of his skillset. He works closely with product managers, developers, customer success, and other cross-functional teams to create concepts, wireframes, designs, and prototypes for a variety of screen sizes and device categories. With great passion, attention to detail, pixel perfection, Roman produces an elegant user experience and design. He flourishes in a fast paced, ever-changing, and deadline driven environment. His visionary attitude and entrepreneurial spirit play major role in the project's success.

Roman's core responsibility will be in combining his knowledge and expertise with the goals of your business to deliver a world-class user experience to your users. He is comfortable taking a data-led approach to design. He will be a passionate advocate for the user, dedicated to the craft of design and excited about working in an agile, collaborative environment.

Nitty-gritty.

- Over five years of experience owning the interface and experience design of premium digital product experiences within fast paced and dynamic organizations.
- Deep experience defining interfaces optimized for a cross device ecosystem with their unique screen resolutions, form factors and interaction paradigms.
- Data analysis and data-driven decision making.
Ability to communicate design concept ideas through sketches and wireframes.
- Experience with handling and tracking iterative design prototypes for reviews and testing.
- Mastered front-end technologies: HTML and CSS.
- Ability to create user interface prototypes in HTML/JS/CSS and GUI based tools (e.g. Quartz Composer,

Flinto, Principle).

- Understanding of OEM interface guidelines and app frameworks, (i.e., iOS, Android, Mac OSX, Apple TV, Apple Watch, Windows etc.)
- Icon design.
- Analog and digital photography, camera operation, lightning setup, post-production and editing.
- Knowledge of digital video technologies and advertising solutions.
- Ability to produce high quality digital and fine-art illustrations.
- Great knowledge of color usage, typography systems, fonts, branding guidelines and equity.
- Experience with designing interactive voice response systems.
- Tools: Sketch, Adobe Suite (InDesign, Illustrator, Photoshop, Premier), Webflow, Macaw, Final Cut, Principle, Invision, Quartz Composer, Framer.
- Project management: agile methodology and product development, Atlassian (Jira, Confluence), 5pm, Asana, Basecamp, Slack.
- Codebase knowledge: HTML, CSS, SASS, some Javascript and JQuery, PHP, Git, databases and good understanding of server side things.

Work.

My University Advisor

My University Advisor is a platform developed and launched by The International Higher Education Group (IHED), a social-mission enterprise dedicated to improving choice while reducing costs for students in accessing the best possible higher education opportunities around the world.

Roman is responsible for branding, user experience research and architecture, website and interface design.

myuniversityadvisor.com

SightPlan

Software for Building and Managing Great Apartment Communities. SightPlan is revolutionizing Multifamily Resident Service & Asset Management with its modern approach to managing work orders, solving resident issues and asset preservation. SightPlan is Modern Multifamily.

Working with leadership and engineers, he researched and designed user flows for various mobile's and web app's features, delivered precise developer-ready designs with detailed documentation for the release. His responsibilities also included branding study and execution, video production, photography, marketing website design and development, email template design, presentation decks and trade show materials.

SightPlan.com

[SightPlan Mobile on App Store](#)

[SightPlan Mobile on Google Play](#)

[Resident App on App Store](#)

Ruxly Creative

Full service creative agency with electric league of crafty creatures. Making art, music, world wide web and digital content at studios in Miami, San Francisco, and New York City. Partner in illuminating the genius and magic in every project.

ruxly.com

Caterpillar: She Is

35th anniversary of Caterpillar's 3500 generator set that is celebrated by giving a generator away. Mission to make energy access a basic global human right.

ShelsEmpowered.co

SPG Weekend Channel

Series of Starwood's campaigns to increase weekend market share. Inspire weekend travel, tell incredible travel stories and produce digital publication dedicated to weekend travel and inspiration.

Working with the agency and client Roman was responsible for producing original concepts and ideas, designing presentation and layout for different types of content.

SPGweekends.com

SPGweekends.com/gourmet

SPGweekends.com/water

SPGweekends.com/epic

Harbor House

At Harbor House survivors to take control of their lives - rediscovering safety and self-esteem. Offering a 24-hour crisis hotline, shelter, counseling, legal advocacy, and other services to thousands of people. Harbor House is Orange County's leading authority on domestic violence and seeks to eliminate domestic violence in Central Florida by providing safety, shelter, empowerment, education and justice.

His role was to perform a thorough research about the subject and understand all facing challenges. Improve organization and sub-devisions branding and user-experience throughout the site. Roman came up with unique style and friendly interface that allow users quickly find all necessary information. He produced developer ready page layouts and assets.

HarborHouseFL.com

Know Cancer

Social Network, Resource Directory & Education Hub supporting all those affected by cancer.

This is a personal project started by close group of friends. One is three times survivor and was seeking for a resource where people struggling with the illness could be brought together and connect with doctors, pharmacists, and an array of supporting businesses.

Roman is responsible for branding, UI/UX, website design, illustrations and front-end development.

KnowCancer.com

Clinical Trials GPS

Project's goal is to provide users with the most comprehensive, up to date information about ongoing clinical studies, as well as providing a quick and easy way to participate. View the latest trials in your area, browse

through our directory of clinical trial facilities, or read our educational articles to learn more about the various conditions treated by clinical trials.

Roman's duties included branding, website design and front-end development.

ClinicaltrialsGPS.com

1er Cru / J.A.B. Spirits

Bahama's wine & spirits boutique and lounge. A destination for the discerning palate, specializing in unique wines and spirits from around the world. From the robust characteristics of Bordeaux to the racy zest of the Argentine, 1er Cru offers an environment to be submersed in the knowledge, history and ingredients of spirits and wine. J.A.B. is a line of premium handcrafted Rum products by Bacardi.

Roman's role was to come up with a distinct style that can be used for the store and the rum brands. He designed e-commerce experience and participated in the front-end development.

JabSpirits.com

1ercru.bs

Columbia University | School of International and Public Affairs

Founded in 1947, the Journal of International Affairs is a leading foreign affairs periodical edited by the graduate students at the Columbia University School of International and Public Affairs. The Journal is published bi-annually and has readership in over eighty countries. It has earned worldwide recognition for its unique single-topic format, and for framing heated debates in international affairs since its inception. Contributors are drawn from a diverse group of academics and practitioners.

Roman's role was to design online articles for the journal, ability to easily access latest and past issue. Catalog all printed articles. He was in charge of producing design and front-end development for the project.

jia.sipa.columbia.edu

Windsor

The Windsor offers unique and upscale accommodations in the heart of Downtown Asheville, and is within walking distance of some of the best restaurants, breweries, shops and galleries in the area.

Roman's role was to come up with a distinct style that can be used for the store and the rum brands. He designed e-commerce experience and participated in the front-end development.

WindsorAsheville.com

23andMe for Educators

Program is designed to modernize genetics education in classrooms around the world. Registering gives educators access to the growing repository of crowd-sourced lessons, a discount on DNA kits, and email updates on new lessons and stories from the education community.

education.23andme.org

Downtown Credo

Downtown CREDO is a 501c(3) non-profit with a mission to improve the quality of lives in our nations cities by cultivating networks of meaning, impact and community.

One of Roman's favorite personal projects. He developed a strong brand identity and style, produced marketing materials throughout different efforts of the non-profit. Designed flyers, posters, infographics, presentations, keynotes, menus. Organized art shows. Designed and developed marketing website and e-commerce store, provided on-going backend support for monetary operations.

DowntownCredo.com

OrlandoTogether.org

cflsea.com

credoconduit.com

Solo Projects.

Sap & Bark

Series of shirts, prints and other products featuring my original designs and artwork. Inspired by adventure and great outdoors.

sapandbark.com

vhs.bike

Personal curated collection of quality mountain bike videos.

vhs.bike

Lingerlong Cottages

Cabins for rent in the beautiful Brevard, NC

lingerlongcottages.com

Yuki Hana

Sushi & Japanese fusion restaurant in Orlando, Florida

sushiyukihana.com

Florida Hospital Innovation Lab

Human centered design lab at Florida Hospital with a mission of transforming healthcare.

fhil.co

Planet Natural

Environmentally safe gardening products, e-commerce site and knowledge base. Site design.

PlanetNatural.com

Garnaffaren

Knitting supply store in Sweden, branding, site design.

Garnaffaren.se

Alleco

Floor heating company, site design.

Alleco.se