



Genn Osipenko

Master of Computer Science, Design Thinker,
UX Magician and Protagonist

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Profile

20+ years in adapting information, information architecture, communication and product design. Started as web designer/HTML coder and made up to creative director of the ad agency. My mission is to simplify perception, improve interaction and communicating complicated things in simple ways. Deep product understanding (mobile/desktop application, web site, print ad etc.). I can design UI and create unique UX at every stage of the product development. I examine digital behavior, analyze interests and needs to create products users love to use. Don't underestimate the awesome gut feeling.

Experience

2019–Present • Product Designer, Kuna Systems Corporation; San Bruno, CA, USA/Kyiv, Ukraine

Smart home security and security surveillance systems.

- Leading the Product Design.
- Creating and updating UX/UI of the software solutions and implementing the design system.
- Leading the Design for Marketing Purposes.
- Advising on Industrial Design.

Curating the whole design and visual communication. Improving the commercial experience, supporting the company brands and caring for better UX both for B2B and B2C directions.

2018–2019 • Head of Design, Neuromation OÜ; Estonia/San Francisco, NYC, USA/Japan/Tel Aviv, Israel/Kyiv, Ukraine

Data platform for training and running neural networks backed by blockchain.

- Creating the design system for UX/UI.
- Bringing the branding and visual communications to consistent state with clear guidelines.

Running a design department that runs and curates the whole design and visual communication processes and keep the product design up to date, improving customer experience.

2016–2018 • UX/UI Designer, UX Head, glomex GmbH; Munich, Germany/Kyiv, Ukraine

Global video content marketplace for content owners and publishers to provide and stream videos gaining ad revenues for all parts involved. Infrastructure behind the solutions (player, CDN etc.)

- Designed a product from scratch: analysis, strategy, wireframes, scenarios.
- Created the product providing the best experience for all audiences including content owners, publishers and sales houses in future.

- Crafted and supported development strategies for product evolution.

I was running a design department that investigates and improves the existent flow, also investigating and implementing the new strategies to add more value to the product. Involved in marketing and branding process as a consultant. Working in close cooperation with all the squads, I also do some frontend and even bash coding to improve the processes and build MVPs as POC for the updates.

2012–2016 • UX Specialist, UI Designer, VideoGorillas; Kyiv, Ukraine/Los Angeles, USA

Working on several products backed by patents in neural networks, video processing, data transfer, image recognition and others.

- Created the visual language, architecture solution and unique customer experience for Sony MDS products.
- Was the product designer for LIVE4 live streaming application, taking care both of UX/UI solutions for mobile app (iOS, Android), website and marketing materials. Created the product from the scratch.
- Coded in Android Studio and Xcode to speed up and improve UX solutions effect.

I was in charge for all decisions about design, user experience and just good taste. Hands-on responsive web design (prototyping and coding). Design of marketing materials for products, concepts of the future products including augmented reality and neural networks apps. Always eager and happy to help my colleagues, guide them through mystery of user oriented processes or just be ready with yet another mock up when it is needed.

2010-2016 • National Consultant, UNICEF; Kyiv, Ukraine

The United Nations Children's Fund campaigns and solutions to improve the quality of Ukrainian children life.

- Came up with ideas for several nationwide and international campaigns and supported them on communicational and design levels.
- Modernized the way UNICEF itself and it's activities were promoted in Ukraine.

New Media, Branding and Communications consulting. Art director and designer collaboration. Consulting and audit on IT (backend and frontend) and UX/IA of the UNICEF's web and digital projects. Made several successful social ad campaigns with nationwide and international audience.

2011-2014 • Art Director, 'Zerkalo Nedeli. Ukraina' Newspaper; Kyiv, Ukraine

Art direction of the weekly newspaper.

- Changed the way the newspaper visualizes data, added tons of infographics.
- Started the process of the newspaper redesign and visual language actualization.

- Created the UX of digital communications of the newspaper.

Weekly I created and composed infographics, designed the newspaper and special spreads within the strict timeframes. Designed and curated UX of daily news website.

2005-2010 • Creative Director, 'Laboratory8' Creative Strategies Agency ; Kyiv, Ukraine

2004-2005 • Designer, 'Novy' TV Channel; Kyiv, Ukraine

2005-2010 • Designer and Copywriter, 'ArtDept' Design Agency; Kyiv, Ukraine

1998-2012 • UX and UI designer, Identity designer, Communications consultant, Print designer, Freelance Art Director, Various Clients as Freelancer; Kyiv, Ukraine

Education

International Solomon University; Kyiv, Ukraine – Master of Computer Science, 2004

Skills

UX and UI design (site maps, process flows, wireframes, specifications etc.)

Brand and Identity creation

Creative and communicative strategies development

Enough of working familiarity of HTML, CSS, Javascript, C, Xcode, Android Studio and other tools