Pavel Shmeliov — Graphic and UI/UX Designer

hi@shmeliov.com | Portfolio

> TL;DR: Graphic and UI/UX Designer with 8+ years of experience in design studios, government agencies, freelance work, and brand teams at rapidly growing companies. Worked on numerous global campaigns, founded an automotive illustration brand, and contributed to a product with 3 million users. Skilled in solving complex challenges and delivering designs that blends aesthetics and functionality, delivering both user engagement and business impact.

Graphic and UI/UX Designer

Bondora *(Since November 2023)*

Executed key design projects for two major company divisions, including website and brand identity refresh. Delivered consistent visual assets for marketing campaigns and ensured designs aligned with business goals. Recognized for applying industry best practices to improve aesthetics and performance.

Freelance Brand and Graphic Designer

Vinted + Vinted Go *(June 2024 — January 2025)*

Worked on design projects for Vinted and Vinted Go, focusing on visual identity, iconography, wayshowing, and localized assets. Created branding for Vinted parcel stations in multiple locations across Europe, contributed to interface and branding adaptations for various regions, and created vectorized illustrations. Collaborated with teams to ensure accurate localization and alignment with brand guidelines.

Mentor (Graphic Design as a part of UI/UX course)

Baltic Institue of Technology *(Since September 2023)*

Teaching graphic design courses with a focus on Adobe Creative Cloud and Figma, helping students develop essential skills and build professional portfolios. Adapting different teaching methods to specific learning needs, ensuring practical, industry-relevant experience.

Graphic Designer

Surfshark *(April 2022 — August 2023)*

Delivered user-centric designs for 2 million users. Conducted user research, solved design problems, and maintained brand consistency. Contributed to global campaigns, incorporated feedback, and adjusted deliverables as needed. Shared knowledge with cross-functional teams, aligning design solutions with business objectives and providing creative assets.

Graphic Designer

Shmeliov Posters *(July 2017 — April 2022)*

Produced top-notch illustrations and designs for global automotive clients, covering concept art, vehicle renderings, and marketing materials. Built a loyal client base through exceptional customer service and ongoing support. Grew a Facebook page with 18,000 followers, generating engaging content to boost page visibility and engagement.

Graphic Designer

Employment Services of Lithuania *(November 2018 — January 2020)*

Designed visuals, maintained brand identity, and implemented communication strategies for campaigns. Managed multiple projects, provided design support for events, and stayed updated with trends. Ensured accessibility and compliance, while maintaining an organized archive. Created infographics, motion graphics, and social media designs.

Graphic Designer Intern

CRITICAL *(May — June, 2017)*

Collaborated with senior designers to develop and execute visual concepts for various design projects, including branding, editorial and digital graphics. Introduced animation for the first time in the studio.

Graphic Designer Intern

Wide Wings *(November — December, 2016)*

Participated in brainstorming sessions, supported motion designers with design assets, worked on social media content for multiple clients, prepared static and motion social media content.

Education

Advanced UI/UX and Web Design, Codeacademy

- Successfully completed an intensive 180-hour advanced UX Design program covering UI and UX design, Design Sprints, web development, responsive design, user research, wireframing, and usability testing, enabling a seamless transition into UX design.

Bachelor's Degree in Graphic Design Communication, Vilnius College of Design

- Completed a diverse program that encompassed subjects like marketing and business management fundamentals, 3D and game design, and specialized graphic design courses.

Skills

Fluent in Figma, and Adobe Creative Suite, specifically Illustrator, InDesign, Photoshop, and After Effects, depending on the specific functions required for a project. Proficient in UX research tools like Useberry and Hotjar, as well as a variety of newsletter and website builder platforms for digital marketing purposes.

Awards

Young Designer Prize, 2018 — *Issued by Design Innovation Center of Vilnius Academy of Arts*