



Emma Lapkina

Product Designer

WORK EXPERIENCE

dentsu international 2021- ...

Product Designer

As a part of R&D team I work on creating interface solutions for various Tech products that Dentsu employees use every day. In my practice I perform multi-faceted UX research, analyze user insights, define and test hypothesis, create and iterate designs and keep up the design system.

Bookmate 2017-2021

Communications designer

During my four years in marketing department at Bookmate together with a design team I have worked on developing the product's current visual identity as well as designing the communications materials such as landing pages, in-app visuals, newsletters and SMM.

Gorky Leisure Park 2016-2017

Graphic Designer

As a part of design team my focus was developing the park's navigation system as well as designing promotional materials for regular and seasonal park events.

Freelance Graphic Design work 2016-...

Over the years I have worked with many commissioners including Tech, Architectural, Filmmaking and Finance companies to create the best visual solutions for their online and offline marketing needs.

Kleinewelt Architekten, Elteza, Grant Buro, Yandex. Praktikum, Acmetric

EDUCATION

Graphic Design BA (II)

British Higher School of Art & Design, Moscow
2012-2016

Graphic Design FdA

Camberwell College of Arts,
London, UK
2012-2014

COURSES

Product Design Course

Skillbox x Tinkoff (online)
4 months 2020

Digital Design Course

Moscow Digital Academy
3 months 2019

Graphic Design for Film with Annie Atkins

Workshop in Prop Design for
Film in Ireland

DESIGN PRACTICE

UX-research

(CJM, OJM, US, UF, interviews);

Prototyping;

UI design;

Communications design;

Branding;

Outsourcing and overseeing
the design work

TOOLS

Figma

Sketch

Zeplin

Adobe Ps, Ai, Id

LINKS

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