

# ANDREI GOROKHOV

[www.gorohov.name](http://www.gorohov.name)  
[andrei@gorohov.name](mailto:andrei@gorohov.name)  
+49 160 4303423



11+ years of full-time experience in studio and in-house roles shifted my focus from Visual Design to Product and Service Design. As a multidisciplinary professional I am excited about creating and improving efficient digital touchpoints for global companies.

My best recipe ingredients are: a talented team, modern tools, ability to think beyond the discipline and high involvement in every step. That is what transforms promising ideas into money-making, meaningful and delightful cross-device experiences.

## SELECTED EXPERIENCE

**SIXT RENT A CAR**  
Munich, Germany  
[www.sixt.com](http://www.sixt.com)  
[www.sixt.de](http://www.sixt.de)

**Manager UX Design**  
February 2016 - now

Re-designing major booking systems. Responsible for end-to-end customer journey, from discovery, ideation and conception to wireframes, interactive prototypes, visual design, A/B and usability testing iterations.

Collaborating with product owners, developers, conversion optimisation & analytics, marketing, SEO / SEA and other stakeholders to align and ensure that solution design is integrated into the roadmaps. Managing Internal design projects. Establishing internal processes for high-quality car imagery (3D + photography). Monitoring analytics and customer feedback, digital trends and best practices in order to execute innovative data-driven multi-platform design solutions.

**TIMEWEB HOSTING CO**  
St. Petersburg, Russia  
[www.timeweb.com](http://www.timeweb.com)

**Art Director, Service Designer**  
April 2011 - November 2013

Explored, structured and crafted multilingual service experiences for web hosting company. Defined the new design vision and strategy. Translated business requirements into desirable MVP's and prototypes by applying agile methodology. Led, shaped and supervised design team. Coached and guided Junior Designers. Cooperated with external agencies.

Being used by 100 000+ clients daily, the service have brought enough positive feedback to expand the business to Europe. And become the largest web hosting company in Russia within 3 years (13th to 1st in national rating).

**MTV / VH1 RUSSIA**  
Moscow, Russia  
[www.mtv.ru](http://www.mtv.ru)

**Senior Graphic Designer**  
February 2009 - October 2009

Created MTV Russia Movie Awards '2009 visual identity, storyboards and packshots for broadcasting. As a member of a top motion design team gained valuable experience in 3D graphics and compositing.

**OBLAKO STUDIO**  
St. Petersburg, Russia  
[www.oblakostudio.com](http://www.oblakostudio.com)

**Senior Visual Designer**  
November 2007 - February 2009

Responsibilities: visual design and interaction for adaptive and responsive websites. Brand style guides and prints for local enterprises. Direct client facing, conducting user requirements / task analysis.

Full list and more info:

[in](https://www.linkedin.com/in/andreiGOROKHOV) [www.linkedin.com/in/andreiGOROKHOV](https://www.linkedin.com/in/andreiGOROKHOV)

[X](https://www.xing.com/profile/Andrei_Gorokhov) [www.xing.com/profile/Andrei\\_Gorokhov](https://www.xing.com/profile/Andrei_Gorokhov)

# IN BRIEF



## EXPERIENCE

Age: 32 years old  
Design: 11+ years



## ROLES

60% in-house  
40% studio



## JOB

75% fulltime  
25% self-employed

# EDUCATION

MASTER'S IN OPTICAL  
ENGINEERING  
[www.ifmo.ru](http://www.ifmo.ru)

September 2002 - February 2008  
St. Petersburg State University of Information Technologies,  
Precision Mechanics and Optics.

AUTODESK 3D TRAINING  
[www.render.ru](http://www.render.ru)

March 2008 - July 2008  
3D graphics basics, Autodesk Maya 3D Animation courses.

# PERSONAL

Birth date:	March 7, 1985
Languages:	English (fluent), German (basics), Russian (native).
Tools:	Sketch, InVision, Webflow, Adobe Creative Suite, Axure, Principle, Cinema 4D (basics), Google Analytics, RightFont, Slack, Trello, Jira, Frontify.
Technical skills:	Working knowledge of PHP, HTML5, CSS3, and JavaScript. Responsive / adaptive design and thorough understanding of screen resolution and platform compatibility issues and workarounds.
Methodology:	Experience in agile environments (Scrum, Lean) MacOS (preferable), iOS, Windows
OS:	Car / motorcycle design and UI, industrial and textile design. 3D imaging, augmented and virtual reality, travelling, mountains, board sports.

# KEY SKILLS

- + User Experience Design
- + User Interface Design
- + Interaction Design
- + Project management
- + Art Direction
- + Rapid prototyping
- + Information Architecture
- + Cross-device Experiences
- + User Research
- + Usability testing
- + A/B testing
- + Design Strategy