

Radik Shvarts

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VISUAL DESIGNER, WEB & GRAPHIC DESIGN

With a blend of visual/graphic design and web animation experience at the service of re-branding for global technology non-profit and designing online presence of award-winning animation series.

Achievements

- Played a key role in re-branding of ASME Training & Development Courses, which led to higher click-through and purchase rates, and **increased sales to about 22% in 5 years**, to over \$7 million.
- **Won several awards as lead designer** for channel Thirteen's Cyberchase Online, including: Japan Prize, EPPY Award, Prix Jeunesse, Eisenhower National Clearinghouse (ENC) 'Digital Dozen', and Parents' Choice Award.
- Grew Cyberchase Online from **20 million to 30 million page views per month** in just one year, making it the most visited of all Thirteen.org websites.
- **Featured in the Design Category of "Taschen's 1000 Favorite Websites"** book for creating and designing Ycrop.com, a web portal that promotes events and showcases creative Russians in the US.

Expertise

- Adobe CC: Photoshop, Illustrator, InDesign. Trained in After Effects, Figma, MS Office.
- Hand-coding HTML, CSS, interactive web animation with Javascript/GSAP3.
- Clear understanding of UX, responsive web design, website functionality and usability.
- Proficiency in building CMS websites using WordPress + Elementor.

Professional Background

VISUAL DESIGNER - **American Society of Mechanical Engineers (ASME), NYC** 2010-2020
International non-profit membership and standards setting organization, formed in 1880

- Instrumental in the launch of the revamped website in 2012, and again in 2019. Created internal pages of ASME.org, including the entire 'Historic Mechanical Engineering Landmarks' section.
- Re-branded Training & Development Courses, which led to increased sales to about 22% in 5 years, to over \$7 million.
- Expanded content engagement by creating infographics and listicles and increased the frequency of web publishing by crafting engaging digital illustrations for daily articles published on ASME.org and its subsections AABME.ASME.org and EFests.ASME.org.
- Developed a branded look for events landing page images and conference proceedings covers.
- Advanced company's social media engagement by creating dynamic re-shareable imagery targeting a younger audience.
- Played a key role in visual makeover effort of mass emails: attractive headers paired with clean responsive HTML templates contributed to revenue increase of marketing mailers, and gave a click rate boost to Mechanical Engineering Magazine newsletters.
- Streamlined the entire graphics production process by creating event and program logos, icon sets, and technical drawings, eliminating the need for outside contractors.

FREELANCE DESIGNER 2008-2010

- Created websites, Flash intros, DVD/CD/book covers, and logos for various clients.
- Involved in motion graphics, video editing, and event photography.

SENIOR WEB DESIGNER - Thirteen WNET, NYC 2001-2008
Primary PBS member television station for the NYC

- Award-winning lead designer for channel Thirteen's Cyberchase Online, including: Japan Prize, EPPY Award, Prix Jeunesse, Eisenhower National Clearinghouse (ENC) 'Digital Dozen', and Parents' Choice Award.
- Designed websites and landing pages for films and TV programs produced by Thirteen/WNET and PBS. Using Flash, created animated screensavers, games, and other interactive features. Produced illustrations, logos, icons, banners, and other creative assets promoting WNET/PBS programming.
- Lead designer on most of the Thirteen.org projects since 2006, managing production artists, and working directly with content producers.

WEB DESIGNER - Promotions.com/Webstakes.com, NYC 2000-2001

- Created landing pages, mini-games, HTML emails, animated intros and scratch cards for online sweepstakes and promotions hosted by Webstakes.com and external clients.

GRAPHIC DESIGNER - Freeze, Division of Central Mills, NYC 1996-1999

- Through fluency in Adobe Photoshop and Adobe Illustrator, doubled the production volume of Art Department that was transitioning from traditional to digital art methods.
- Designed screenprints and embroideries for T-shirts and sportswear, as well as collateral materials, in-store displays and signage, and page layouts for trade publications.
- Licenses included: Looney Tunes, Rugrats, and more.

GRAPHIC ARTIST - Digital Product Art, Valhalla, NY 1994-1996

- Produced variety of illustrations from simplified line art to a photo-realistic look for product manuals and promotional materials.
- Created illustrations, mechanicals, and page layouts; was involved in digital photo-retouching.
- Clients included: Anheuser Busch, Texas Instruments, Norelco, Timex.

Education

BACHELOR OF ARTS - Minsk School of Visual Arts, Minsk, Belarus 1991