

Basil Skrnk



basil.skrnk.trueowl.com

basil.skrnk@gmail.com

Designer Manager Developer

UX/UI, Motion, Graphics, 3D.

Mid size teams of designers and software developers.

Full-stack, from a prototype and server's assembly till the web.

Currently living in L'viv, Ukraine 🇺🇦



With almost two decades of diverse experience, I've worked as a designer, manager, developer, QA specialist, and client/investor.



I've been a remote contractor for major international firms like TBWA, BBDO, and Condé Nast, alongside roles in traditional offices and building my own business.



I'm based in Western Ukraine. I'm fluent in English and Ukrainian and have some basic understanding of several other European and Asian languages.



I hold degrees in software engineering and economics and am highly skilled in both computer software and hardware.



You can get to know me better by following my social networks

- [linkedin.com/in/basilskrnk](https://www.linkedin.com/in/basilskrnk)
- be.net/basilskrnk



or reading my blog:

- basil.skrnk.trueowl.com



I'm passionate about visual aesthetics, motion, and functionality, especially when my work has a real-world impact.



I'm eager to join a team of like-minded individuals where I can help create a better future.



I am interested in senior or lead design roles, as well as mid-to-senior level managerial or developer positions.

Companies

May 2022 — present

Rostymo, formerly go•green ⓘ [A city farm company.](#)

Design Director, Full-Stack Web Dev

Joined the shared business of friends, and enhanced it with digital means. Created the brand then re-branded it. Assembled all brand's communication. Designed and developed the website. Defined processes and created guidelines for employees. Created new products, namely the gifts section.

[I wrote more on that in my blog.](#)

May 2019 — present

TOI TOI & DIXI ⓘ [The largest industrial sanitation company in Ukraine.](#)

Web Dev Consultant, Design Manager

I was the part of the creative team that developed a public website for customers, plus internal tools to automate and simplify organizing company assets, including a CRM and logistics app.

Also, I supported less tech-savvy staff and handled communication with the American Government and NATO due to my fluency in English.

After the full-scale invasion of Russia, I switched to a role of a part-time consultant for our projects, as many ongoing activities were paused till better times.

Jul 2015 — Feb 2019

Well Animated ⓘ [A mid-size team of creatives.](#)

Design Manager

I was part of a diverse team of creatives, including designers, developers, copywriters, illustrators, and 3D artists. My role involved liaising between clients and the team, organizing internal processes, and planning to meet deadlines. I primarily served as a manager, designer, and art director.

Feb 2007 — Jun 2015

Various Companies ⓘ [Notably, TBWA, Leo Burnett, BBDO, Condé Nast, AdGuard, Bazelevs](#)

Designer, Developer, QA, Manager

I began my career at a large IT company and later transitioned to working with advertising agencies. Throughout my career, I have held various roles focused on creating digital products for the web.

[More details about my career path on my LinkedIn profile.](#)

Basil Skrnk Designer

✂ Over the years, I've been using various hardware and software combinations. Including Windows and Linux PCs, Macs, Chromebooks, iPads, iPhones, and Androids.

- I'm skilled in many software applications on these platforms, including those I highlighted.

💡 As I sharpen my skills time and again with different trainings, I have collected some certificates.

📄 Also, I've been awarded multiple times, including award from Google for technical implementation of AD campaign. [Visit my blog to explore.](#)

Soft Skills

- **Communication:** Strong ability to present and articulate design decisions and explain technical concepts to non-technical stakeholders and collaborate effectively with team members.
- **Collaboration:** Experience working with cross-functional teams, including developers, product managers, and other designers.
- **Problem-Solving:** Skills in identifying and addressing user pain points and design challenges. Skills in identifying issues, analyzing situations, and implementing effective solutions.
- **Negotiation:** Ability to negotiate with stakeholders, vendors, and team members to achieve project goals.
- **Adaptability:** Ability to quickly learn and adapt to new technologies and frameworks.

I collected some [performance metrics](#) examples [in my blog](#).

Favourite Projects

- **Blogs:** Author of blogs on various topics, where I share insights and deepen my learning by organizing and articulating my thoughts.
- **SkriV:** Developed a CRM project that streamlines organization, which I also use to efficiently manage my household tasks.
- **Ampmle:** Built a time-tracking app that I use daily to manage and optimize all my tasks.
- **rostymo:** Made a digital brand from a small city farm focused on promoting health and wellness for myself, my family, and the community.
- **monooloog:** Designed a digital platform for asynchronous voice communication between parties.

Technical Skills

- **Design Tools:** Proficiency in Adobe Creative Suite (Photoshop, Illustrator, After Effects, Animate, XD, InDesign), Figma, Sketch, InVision.
- **Prototyping:** Experience with tools for creating interactive prototypes (Axure, Proto.io).
- **User Research:** Skills in conducting user research, interviews, and usability testing.
- **Wireframing and Mockups:** Ability to create wireframes, mockups, and user flows.
- **Responsive Design:** Experience in designing for various devices and screen sizes.

Design Skills

- **User Experience (UX):** Expertise in user-centered design principles, information architecture, and creating user personas.
- **User Interface (UI):** Skills in visual design, including color theory, typography, and layout.
- **Interaction Design:** Experience with designing interactive elements and animations.
- **Design Systems:** Knowledge of creating or working with design systems and style guides.

Manager

Technical Skills

- **Project Management Tools:** Proficiency in tools such as Asana, Trello, Jira, Monday.com.
- **Methodologies:** Experience with project management methodologies like Agile, Scrum, Kanban, Waterfall.
- **Budget Management:** Skills in budgeting, cost estimation, and financial planning.
- **Risk Management:** Experience identifying, assessing, and mitigating project risks.
- **Team Management:** Experience in leading and coordinating teams, including setting goals, tracking progress, and resolving conflicts.

Leadership Skills

- **Team Leadership:** Ability to motivate, guide, and support team members to achieve project objectives.
- **Stakeholder Management:** Skills in engaging and managing relationships with stakeholders, including clients, executives, and team members.
- **Communication:** Strong verbal and written communication skills for reporting progress, facilitating meetings, and presenting to stakeholders.

Organizational Skills

- **Time Management:** Ability to prioritize tasks, manage schedules, and meet deadlines.
- **Resource Allocation:** Experience in efficiently allocating resources and managing workloads.

Developer

Technical Skills

- **Front-End Technologies:** Proficiency in HTML, CSS, JavaScript. Knowledge of front-end frameworks/libraries such as React, Angular, Vue.js. Hands-on experience with SSG (static-site generators), namely Hugo.
- **Back-End Technologies:** Experience with server-side languages and frameworks such as Node.js and PHP.
- **API Development:** Experience with RESTful APIs, GraphQL, and integrating third-party APIs.
- **Version Control:** Proficiency in Git and platforms like GitHub and GitLab.
- **Deployment and DevOps:** Knowledge of deployment tools and platforms such as Docker, Kubernetes, Ansible, AWS, Azure, Heroku.
- **Operating Systems:** Deep understanding of Linux, FreeBSD, and macOS, including advanced system administration, configuration, performance tuning and troubleshooting.