



Pavel Pchelintsev

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Web designer and developer focused on modern UX/UI practices. Combining a background in Advertising and Web Development, I create refined digital experiences that attract attention by having strong visual identities and make communication between the brand and a customer effortless.

EDUCATION

Keuda — Web Developer

Finland, 2024 - 2025

- Focus on web design, front-end development and UX
- Was ahead of peers, assigned additional client work that the teacher believed can be done effectively only by me

MTCS — Advertising Specialist

Russia, 2019 - 2023

- Focus on marketing, market research, branding, and graphic design
- Performed strongly during the college assigned internship at an advertising agency and was offered a position after graduation

EXPERIENCE

Web Designer

Finland, 2024-2025

- Built three websites for local Finnish companies, improving site usability and visual design
- Implemented client requests such as conditional email routing, product sorting and optimization of web store, HTML/JS code for additional animation flare on Webador

"Malina" advertising agency

Russia, 2023-2024

- Designed printed materials, business cards, large-format vinyl banners, and social media visuals
- Created ready-to-print layouts with correct cutting margins and formatting for print production and distribution on various materials

SKILLS

Web design and UX

- UX/UI design, user needs research, target audience analysis, branding

Web development and Optimisation

- SEO, web store setup and optimization, responsive design
- HTML, CSS, JavaScript

Tools and Software

- Adobe Creative Suite (Illustrator, Photoshop, XD, Dreamweaver)
- Figma, CorelDRAW, Shopify, WordPress, other website builders

LANGUAGES

- Russian — Native
- English — C1
- Finnish — A2