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Roman Rusinov is a designer, maker and artist. He helps businesses, entrepreneurs and individuals bring their ideas to life.

01.

SELECT CLIENTS

spg ∗ Starwood Preferred Guest

CATERPILLAR

23andMe

SightPlan

GoPro

FLORIDA HOSPITAL

COLUMBIA UNIVERSITY

BACARDÍ

02.

SELECT PROJECTS

Website design, development & photography for a real estate firm in Brevard, NC – Carrick Properties.

Sap & Bark, online pop–up shop for my original artwork and design.

Website design for SPG Weekends, 3rd version of Starwood's marketing campaign.

Website design for 23andme for educators, genetics ducation in classrooms around the world.

Roman Rusinov specializes in brand identity; web and mobile applications; user interface and interaction experience; website design & development; illustrations, art & print. He self-initiates projects from time to time.

My practice focuses on design systems that improve relationships between the user and product to each other's advantages. My love for technology and tools has driven me to build remarkable and powerful products, that people are excited to use. While exercising a good eye for aesthetics, I grasp and distill complex issues and translate them into clean, focused, understandable solutions.

I'm is equally comfortable discussing color theory, user psychology, or the semantic implications of the <div> tag. I'm is excited about the endless potential of the web, apps and gadgets.

My portfolio isn't a series of beautiful, generic templates — it's a collection of stories that I can discuss with enthusiasm, and regret… because I'm is always getting better at what I do and never satisfied with "good enough."

MFA in graphic design and fine arts.

BA in Business administration, management and operations.

Stanford's d.School, d.Leadership design thinking course.

Design of premium digital product experiences in fast paced and dynamic organizations.

Creative direction.

Company and product branding, visual identity and marketing strategies.

Defining interfaces optimized for a cross device ecosystem with their unique screen resolutions, form factors and interaction paradigms. Understanding of OEM interface guidelines and app frameworks.

Data analysis and data-driven decision making.

Ability to communicate design concept ideas through sketches and wireframes.

Experience with handling and tracking iterative design prototypes for reviews and testing.

html, css, javascript, jquery.

Ability to create user interface prototypes and GUI.

Icon design.

Analog and digital photography and videography, camera operation, lightning setup, post-production and editing.

Knowledge of digital video technologies and advertising solutions.

Ability to produce high quality digital and analog illustrations.

Great knowledge of color usage, typography, brand guidelines and equity.

Experience with designing interactive voice respose systems.

Agile methodology and product development.

AWAY FROM DESK

Away from the desk Roman is an avid mountain biker, maker, traveller and great outdoors advocate. He like to get his hands dirty when it comes to repairs, maintenance and building of things that he uses on daily basis, skills that tend to disappear nowadays. Occasionally he writes about some of that in his journal and post stuff he makes on youtube & instagram.

CLIENT

My University Advisor

NEW

My University Advisor is a platform developed and launched by The International Higher Education Group (IHED), a social-mission enterprise dedicated to improving choice while reducing costs for students in accessing the best possible higher education opportunities around the world.

Roman is responsible for branding, user experience research and architecture, website and interface design.

myuniversityadvisor.com

CLIENT

SightPlan

Software for Building and Managing Great Apartment Communities. SightPlan is revolutionizing Multifamily Resident Service & Asset Management with its modern approach to managing work orders, solving resident issues and asset preservation. SightPlan is Modern Multifamily.

Woking with leadership and engineers, Roman researched and designed user flows for various mobile's and web app's features, delivered precise developer-ready designs with detailed documentation for the release. His responsibilities also included branding study and execution, video production, photography, marketing website design and development, email template design, presentation decks and trade show materials.

01.

SightPlan.com

02.

SightPlan Mobile on App Store

04.

SightPlan Mobile on Google Play

05.

Resident App on App Store

CLIENT

Caterpillar: She Is

35th anniversary of Caterpillar's 3500 generator set that is celebrated by giving a generator away. Mission to make energy access a basic global human right.

Working with the creative agency Ruxly and client Roman we've produced brand design, video, microsite and social media movement (#SheIs) that educates and informs the viewer through uplifting profiles of the real and remarkable women who inspire Caterpillar's efforts.

SheIsEmpowered.co

SPG Weekend Channel

`NEW`

Starwood's campaigns to increase weekend market share. Inspire weekend travel, tell incredible travel stories and produce digital publication dedicated to weekend travel and inspiration.

Working with the agency Ruxly and client Roman was responsible for producing original concepts and ideas, designing presentation, layout and illustrations for different types of content.

01.

SPGweekends.com

02.

SPGweekends.com/gourmet

04.

SPGweekends.com/water

05.

SPGweekends.com/epic

Harbor House

At Harbor House survivors to take control of their lives – rediscovering safety and self-esteem. Offering a 24-hour crisis hotline, shelter, counseling, legal advocacy, and other services to thousands of people. Harbor House is Orange County's leading authority on domestic violence and seeks to eliminate domestic violence in Central Florida by providing safety, shelter, empowerment, education and justice.

Roman's role was to perform a thorough research about the subject and understand all facing challanges. Improve organization and sub-devisons branding and user-experience throughout the site. Roman came up with unique style and friendly interface that allow users quickly find all necessary information. He produced developer ready page layouts and assets.

HarborHouseFL.com

Know Cancer

Cancer Social-Network, Resource-Directory & Education-Hub supporting all those affected by cancer.

This is a personal project started by close group of friends. One is three times survivor and was seeking for a resource where people struggling with the illness could be brought together and connect with doctors, pharmacists, and an aray of supporting businesses.

Roman is responsible for branding, UI/UX, website design, illustrations and front-end development.

KnowCancer.com

Clinical Trials GPS

Project's goal is to provide users with the most comprehensive, up to date information about ongoing clinical studies, as well as providing a quick and easy way to participate. View the latest trials in your area, browse through our directory of clinical trial facilities, or read our educational articles to learn more about the various conditions treated by clinical trials.

Roman's duties included branding, website design and front-end development.

ClinicaltrialsGPS.com

Bacardi

Bahama's wine & spirits boutique and lounge. A destination for the discerning palate, specializing in unique wines and spirits from around the world. From the robust characteristics of Bordeaux to the racy zest of the Argentine, 1er Cru offers an environment to be submersed in the knowledge, history and ingredients of spirits and wine. J.A.B. is a line of premium handcrafted Rum products by Bacardi.

Roman's role was to come up with a distinct style that can be used for the store and the rum brands. He designed e-commerce experience and participated in the front-end development.

01.

JabSpirits.com

02.

1ercru.bs

Columbia University, School of International and Public Affairs

Founded in 1947, the Journal of International Affairs is a leading foreign affairs periodical edited by the graduate students at the Columbia University School of International and Public Affairs. The Journal is published bi-annually and has readership in over eighty countries. It has earned worldwide recognition for its unique single-topic format, and for framing heated debates in international affairs since its inception. Contributors are drawn from a diverse group of academics and practitioners.

Roman's role was to design online articles for the journal, ability to easily access latest and past issue. Catalog all printed articles. He was in charge of producing design and front-end development for the project.

jia.sipa.columbia.edu

Windsor

The Windsor offers unique and upscale accommodations in the heart of Downtown Asheville, and is within walking distance of some of the best restaurants, breweries, shops and galleries in the area.

Roman's role was to come up with a distinct style that can be used for the store and the rum brands. He designed e-commerce experience and participated in the front-end development.

WindsorAsheville.com

23andMe

NEW

23andMe for Educators is a program is designed to modernize genetics education in classrooms around the world. Registering gives educators access to the growing repository of crowd-sourced lessons, a discount on DNA kits, and email updates on new lessons and stories from the education community.

Roman's designed the interface and site for the program using pre-existing company assets and established visual language.

education.23andme.org

CLIENT

Downtown Credo

NEW

Downtown CREDO mission is to improve the quality of lives in our nations cities by cultivating networks of meaning, impact and community.

One of Roman's favorite on-going projects. He developed a strong brand identity and style, produced marketing materials throughout different efforts of the non-profit. He designed flyers, posters, infographics, presentations, keynotes, menus. Organized art shows. Designed and developed marketing website and e-commerce store, provided on-going backend support for monetary operations.

01.

DowntownCredo.com

02.

OrlandoTogether.org

04.

cflsea.com

05.

credoconduit.com

PROJECT

Sap & Bark

NEW

Series of shirts, prints and other products featuring my original designs and artwork. Inspired by adventure and great outdoors.

sapandbark.com

PROJECT

vhs.bike

Personal curated collection of quality mountain bike videos.

vhs.bike

PROJECT

Lingerlong Cottages

Rental cottages in Brevard, NC. Site design, illustrations, photography.

lingerlongcottages.com

CLIENT

Yuki Hana

Sushi & Japanese fusion restaurant in Orlando, Florida. Site design.

sushiyukihana.com

Florida Hospital Innovation Lab

Human centered design lab at Florida Hospital with a mission of transforming healthcare. Site design.

fhil.co

Planet Natural

Environmentally safe gardening products, e-commerce site and knowledge base. Site design.

PlanetNatural.com

Garnaffaren

Knitting supply store. Branding, site design.

Garnaffaren.se

Alleco

Floor heating company. Site design.

Alleco.se

Carrick Properties

Local boutique real estate firm based in Brevard, NC. They specialize in land, residential sales, building design consulting & construction.

Complete site redesign and development with a goal of eliminating embed listings from real estate platforms and tell a better story about the firm, location and projects. I did architectural photography for some of the editorial pieces on the site.

carrickproperties.com