

WORK EXPERIENCE (25+ YEARS)

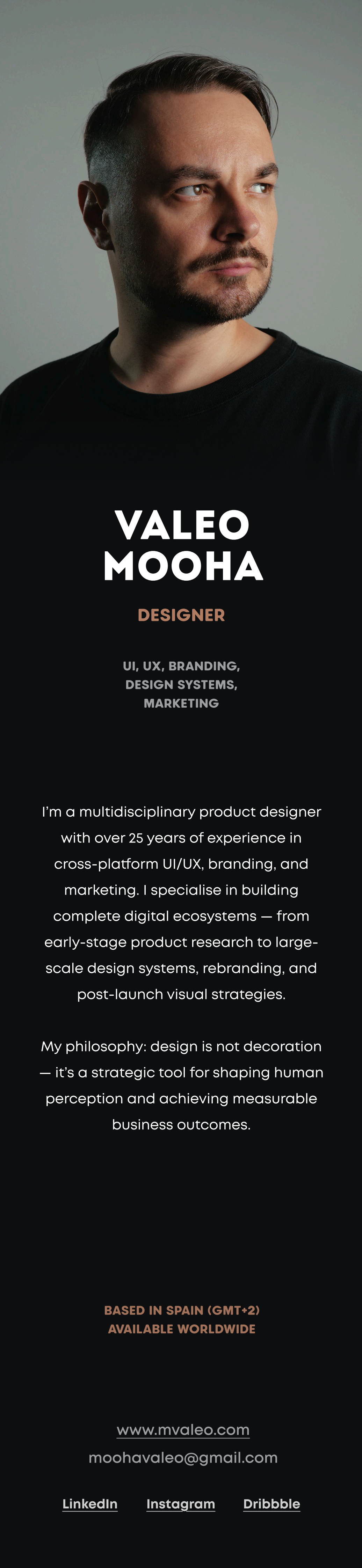
Now 2024	Freelance UI/UX, Branding, Research
2024 2018	Zencastr World's top podcasting platform Head of Design department
2018 2017	Princess Rhythmic gymnastics sport club CEO, Head of Design, Marketer
2017 2014	MOOHA Creative Design Agency CEO, Head of Design, Marketer
2014 2005	Freelance UI/UX, Branding & Graphic Design
2005 2004	Drukmarket Printing house Graphic Design Specialist
2004 2003	Volyn Adverticement Newspaper Publishing House Graphic Design Specialist
2003 2002	Visnuk Newspaper Publishing House Graphic Design Specialist
2002 2001	UKR-Business Web-Agency and Internet Portal Web-Designer

EDUCATION

2009 2005	Lesya Ukrainka Volyn National University Bachelor Physical Rehabilitation & Sport
2002 2005	Vocational school of Lutsk National Technical University Junior specialist Electrical engineer of linear structures and wire broadcasting.

COURSES

- Basics of Physiognomy
- Complexity management. Value Proposition Design by Alexander Osterwalder
- Design of high-loaded interfaces and information systems, UX Research & Prototyping
- Design thinking from “Lebedev Design Studio”
- Marketing research
- Principles of quality copywriting
- Service principles in retail, online and offline
- The study and differentiation of the competitive environment
- School of effective marketing
- White Sales



I'm a multidisciplinary product designer with over 25 years of experience in cross-platform UI/UX, branding, and marketing. I specialise in building complete digital ecosystems — from early-stage product research to large-scale design systems, rebranding, and post-launch visual strategies.

My philosophy: design is not decoration — it's a strategic tool for shaping human perception and achieving measurable business outcomes.

BASED IN SPAIN (GMT+2)
AVAILABLE WORLDWIDE

www.mvaleo.com
moohavaleo@gmail.com

[LinkedIn](#) [Instagram](#) [Dribbble](#)

SKILLS AND EXPERTISE

Cross-platform User Interface (UI)
Web, mobile, desktop, watch, TV — or any other device (even a teapot if needed).

UX, Research & Prototyping
User research, interviews, analytics, user-flow diagrams, prototypes and testing

Design Systems Development
Cross-platform atomic design systems that ensure visual consistency and scalability across all digital products.

Branding and Identity
From a simple LogoType to full brand identity, custom Font, brand story and strategy

Marketing & Sales
Market research, target audience analysis, sales funnels, marketing strategy

Video Production
Full cycle video production from prep to shooting, editing and pro color grading.

Graphic Design
Print, decks, merchandise, souvenirs, advertisement and digital media

Mentoring & Education
Trained 9 designers from scratch. Speaker at several design and IT conferences

TOOLS & TECH

Tools: Figma, Adobe Suite, DaVinci Resolve, Sketch, Principle, FontLab, VS Code, Cinema4D, Midjourney, ChatGPT, Claude, Gemini
Tech: HTML, CSS, JS, Python, C (basic knowledge)

AWARDS

2018 Nov	Best speaker award Issued by UP2IT conference A presentation on the author's methodology "Design - Perception Management"
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INTERESTS & HOBBIES

Travel (14 countries, 220+ cities), Cinematography (Documentary filmmaking), Sport, Nutrition, Hiking, Gaming, Education, Vibe Coding

LANGUAGES

English	● ● ● ● ●	Fluent
Ukrainian	● ● ● ● ●	Native
Russian	● ● ● ● ●	Native
Spanish	● ● ● ● ●	Medium
Portuguese	● ● ● ● ●	Basic