Natalia Rusakova

Web Developer | UI/UX Designer | AEM & WordPress Specialist
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LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Results-driven Web Developer and UI/UX Designer with over 3 years of experience building, optimizing, and maintaining websites and digital products across enterprise-level CMS platforms. Adept at transforming design concepts into functional, high-converting user experiences. Proven ability to improve load times, SEO rankings, and user engagement. Passionate about accessibility, cross-browser compatibility, and responsive design.

CORE COMPETENCIES

Languages & Frameworks: HTML5, CSS3, JavaScript (basic)
CMS Platforms: AEM, WordPress, Unbound CMS
Design & Prototyping: Figma, Adobe Photoshop, Illustrator, UI/UX, Bootstrap, Responsive Design
Tools & Software: Workfront, SharePoint, MS Office Suite
SEO & Analytics: Adobe Analytics, Coveo Search, Keyword Optimization

PROFESSIONAL EXPERIENCE

Marketing Web Developer

Express Employment International – Apr 2022 - Present

- Developed and maintained enterprise-level websites using AEM, Unbound CMS, and WordPress, enhancing page performance and improving SEO rankings.
- Created reusable HTML/CSS templates and components, reducing production time by 30%
- Developed HTML-based email templates with responsive layouts.
- Streamlined SharePoint document access, integrating with AEM site pages.
- Utilized Workfront for project management, collaborating across departments.
- Employed Adobe Photoshop and Illustrator for graphic and web design needs.
- Integrated Coveo Search and configured analytics tracking with Adobe Analytics.

Web Designer / Digital Designer

Interaction Advertisement – Jan 2022 - Dec 2022

- Created wireframes, prototypes, and final website designs.
- Produced digital materials for landing pages, HTML emails, logos, and banners.
- Provided image editing and branding support for digital campaigns.

Assistant Web Developer

Beals Cunningham Strategic Services – Oct 2020 - Jul 2021

- Assisted in coding and testing websites using HTML and CSS.
- Supported UI/UX teams by translating wireframes into functional components.
- Collaborated with SEO and marketing teams to implement optimization best practices.

EDUCATION & CERTIFICATIONS

Adobe Experience Manager 6.5 – Build Websites and Components
Certificate of Completion, Udemy (Dec 2024)

Oklahoma State University – Oklahoma City
Associate of Applied Science in Game Development, Programming, Computer Information Systems (2016–2019)
MTA Certification in Networking and Database Design (2019)

St. Petersburg University of Management and Economics, Russia
Master of Business Administration (2013)

State Teacher Training University, Russia
Bachelor of Arts in Linguistics and Foreign Languages (2003)

AWARDS & RECOGNITION

Everyday Hero Award – For outstanding support and digital design innovation within the company intranet system.
Meritorious Award – For team achievement in launching three enterprise-level websites under budget and on schedule.

PORTFOLIO

www.redfishdigitalart.com