

RENATA KURAMSHINA | EXPERIENCE & DESIGN STRATEGY

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education

M.A. INTEGRATED DESIGN (BAUHAUSI GERMANY)

M.A. + B.A. ENVIRONMENTAL DESIGN (UFA I RUSSIA)

work

DISNEY WORLD OF ENGLISH (DWE) | SHANGHAI CITY, CHINA + APAC

INNOVATION & EXPERIENCE DESIGN LEAD | CONTRACT BASED | MARCH 2020 – PRESENT

helping dwe to reach drastic improvements across 4 asians markets; providing new user-facing systems by developing all markets service blue print, consolidating data analysis from all parties of user journeys, interviews, and indepth research; creating gap analysis and requirements development plans; designing the global ideal state of the company system, strengthening design solutions, tools&processes to result dwe as a user-centered organization

MADJOR | LABBRAND GROUP DIGITAL COMPANY | SHANGHAI CITY, CHINA

ASSOCIATE DIRECTOR OF EXPERIENCE & DESIGN STRATEGY | FEB 2019 – 2020

EXPERIENCE & DESIGN STRATEGY LEAD | JUL 2018 – FEB 2019

EXPERIENCE DESIGNER & CREATIVE STRATEGIST | DEC 2017 – JUL 2018

executing brand consistency via linking consumer-centricity with branding and digital strategy, developing both side experiences as a fundamental dimension; integration of the research insights, project objectives and business/design ideas into the experience/design strategy, applying agile and design thinking methods, while work closely with business strategy and creative/development teams to assure the best results. participating as a contributor in the team internal and external growth and helping connect madjor with new types of audiences

S.POINT | SHANGHAI CITY, CHINA

DESIGN & CREATIVE STRATEGIST | OCT 2016 – DEC 2017

leading projects throught the research, strategy, ideation, concept development and execution stages as a part of the innovation team; applying service and human centered design to accelerate clients business, as well as creating meaningful interactions between them and their customers

CBi CHINA BRIDGE | SHANGHAI CITY, CHINA

EXPERIENCE AND SERVICE DESIGNER | FREELANCER | JUN 2015 – SEP 2016

freelance work as a researcher, strategist, design-thinker and service concept developer to create innovation, brand strategy, all channels brand consistency, experiences & services

BLUESTRATEGY | SHANGHAI CITY, CHINA

CREATIVE STRATEGIST (CONTRACT BASED) | SEP 2015 – NOV 2015

research, consumer analysis, product conceptualization and launching strategy of the brand "moutai" into the russian market

PRIVATE COMPANY | JOHOR, MALAYSIA

SERVICE DESIGNER | DEC 2014 – JUN 2015

research, strategy and project design development by linking consumer needs and business goals to solve a market problem of the brand



DEJANEIRO EVENT AGENCY | UFA, RUSSIA

ART DIRECTOR & CO-FOUNDER | MAY 2010 – AUG 2012

research, creation and implementation of the design ideas and solution; clients interactions; building strong relationships among clients and creative team; organization and administration of multi-level events

ICEMAN | UFA, RUSSIA

FRANCHISE DIRECTOR | OCT 2009 – MAY 2012

personally owned business: all level management, marketing, business strategy, store promotions, budgeting and financial coordination, human resources recruiting, team leading, etc.

RUSSIAN RACING GROUP | MOSCOW, RUSSIA

MULTIDISCIPLINARY DESIGNER AND PLANNER | 2009 – 2010

leading a development of the strong brand identity through design; market releases planner; design implementation, consultation and supervision of the creative ideas

LILIY SHAI DULLINA LANDSCAPE DESIGN | UFA, RUSSIA

JUNIOR DESIGNER | 2008 – 2009

concept development and visual demonstration of the possible design solutions; communication with clients and analyzing their needs

NEO STYLE SCHOOL | UFA, RUSSIA

JUNIOR DESIGNER / PART-TIME DRAWING TEACHER | 2007 – 2008

creative idea development and its implementation for the body-art design. teaching of a drawing and color theory base for the new students.



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