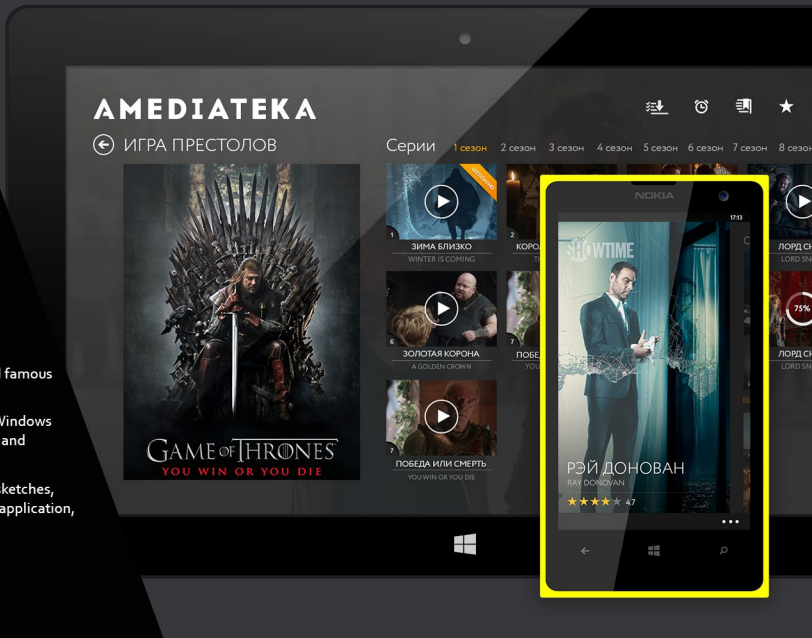
PORTFOLIO

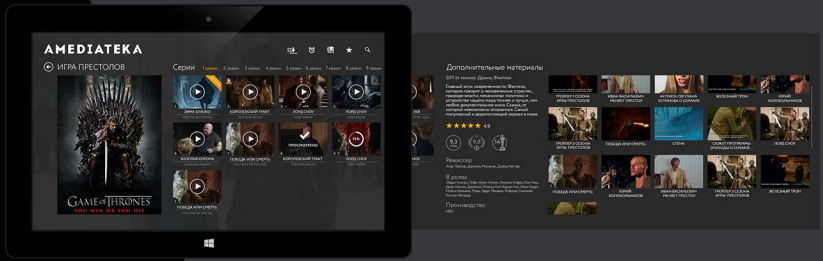
Project name: Amediateka
Platform: Windows Phone / Tablet
Description: The best TV shows of the planet simultaneously with the whole world. Documentary and feature films. World famous concerts.

Scope: The task was to develop a design for Windows mobile devices. Both Windows Phone and Windows Tablet.

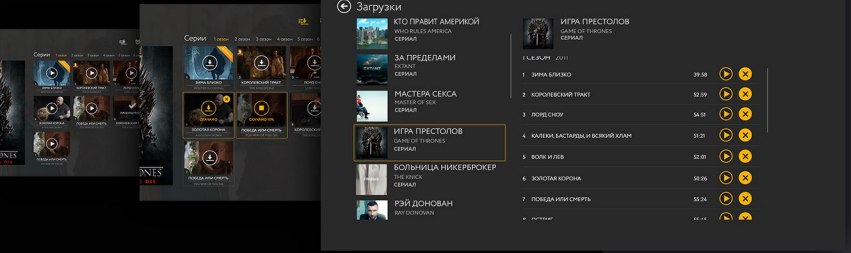
Contribution: Full resposibility for design. Creating sketches, visual part of design along with UX of application, interactions.



Amediateka already had its own corporate style, so the main task was to use the best UX practices to make the design of the application according to all the rules of UWP and not to lose the individual features of Amediateka.



WATCH DOWNLOAD OFFLINE CONTENT

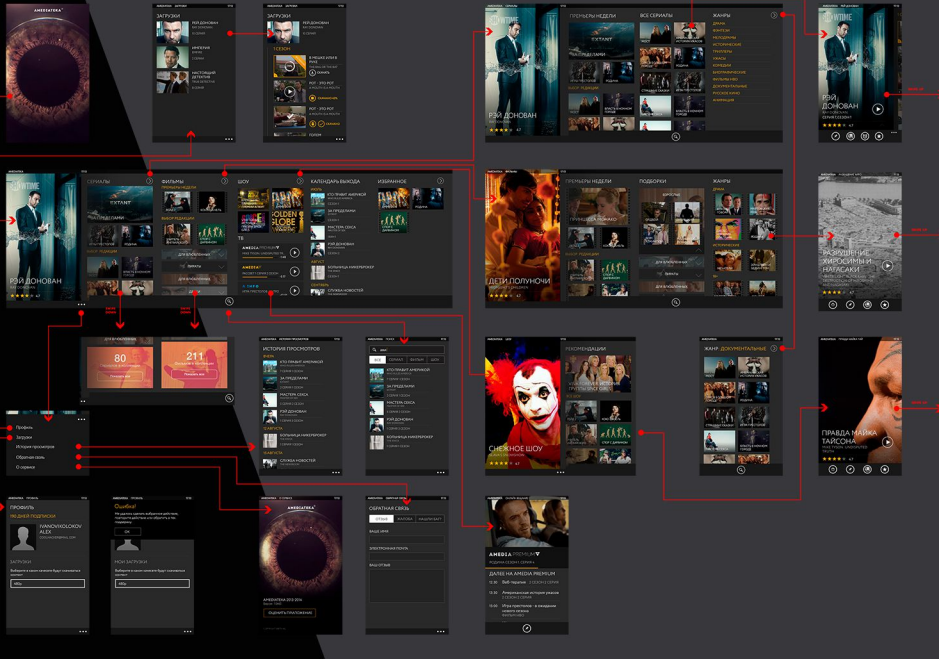


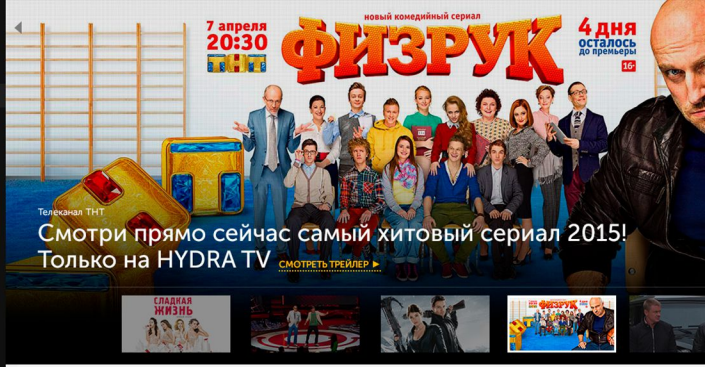
Some time was needed to study the UWP guidelines. The feedback from the developers was also very important when creating sketches and final designs. In the process of developing the design, we had to solve non-standard problems such as the ability to download a series and watch it offline and others.

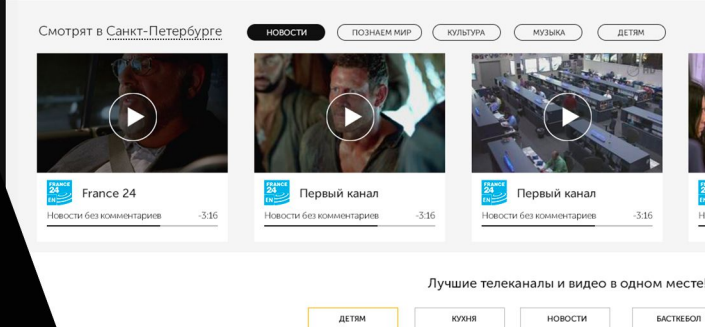
СТРАШНЫЕ СКАЗКИ
ИГРА ПРЕСТОЛОВ
ВЛАСТЬ В НОЧНОМ ГОРОДЕ
МАСТЕРА СЕКСА
НАГАСАКИ
WHITE LIGHT BLACK RAIN
DESTRUCTION OF HIROSHIMA AND NAGASAKI
4.7
СКАЧАТЬ
О ФИЛЬМЕ
Документальный фильм HBO о величайшей трагедии в истории Японии. Взрыв атомной бомбы в Хиросиме и Нагасаки. Уникальные интервью очевидцев, чья жизнь навсегда изменилась в августе 1945 года.
9,8
14
9,3
ДОНОВАН
RAY DONOVAN
СЕРИЯ 7, СЕЗОН 1
4.7
О СЕРИАЛЕ
9,8
14
9,3
Год выпуска: 2013 (2 сезона)
Жанр: Драма, документальное
Производство: Showtime
Возраст: 18+
Длительность: 132 минуты
Слоган: "Atlantic City, 1920. When alcohol was outlawed, outlaws
АМЕДИАТЕКА ПОИСК
ВСЕ
СЕРИАЛ
ФИЛЬМ
ШОУ
КТО ПРАВИТ АМЕРИКОЙ
WHO RULES AMERICA
7 СЕРИЯ 1 СЕЗОН
ЗА ПРЕДЕЛАМИ
EXTANT
2 СЕРИЯ 1 СЕЗОН
МАСТЕРА СЕКСА
MASTER OF SEX
5 СЕРИЯ 2 СЕЗОН
РЭЙ ДОНОВАН
RAY DONOVAN
1 СЕРИЯ 3 СЕЗОН
БОЛЬНИЦА НИКЕРБРОКЕР
THE KNICK
1 СЕРИЯ 1 СЕЗОН
NOKIA
17:13
АМЕДИАТЕКА ЗАГРУЗКИ
ЗАГРУЗКИ
РЕЙ ДОНОВАН
RAY DONOVAN
10 СЕРИЙ
1 СЕЗОН
В МЕШКЕ ИЛИ В РУКЕ
THE BAG OR THE BAT
СКАЧАТЬ
75%
РОТ - ЭТО РОТ
A MOUTH IS A MOUTH
СКАЧАНО 40%
РОТ - ЭТО РОТ
A MOUTH IS A MOUTH
СКАЧАНО
ГОЛЕМ
NOKIA
AMEDIATEKA
NOKIA
17:13
АМЕДИАТЕКА ОНЛАЙН ВЕЩАНИЕ
AMEDIA PREMIUM
РОДИНА СЕЗОН 1 СЕРИЯ 4
ДАЛЕЕ НА AMEDIA PREMIUM
12:30 Веб-терапия 2 СЕЗОН 2 СЕРИЯ
13:30 Американская история ужасов 2 СЕЗОН 2 СЕРИЯ
15:00 Игра престолов - в ожидании нового сезона ФИЛЬМ HBO
АМЕДИАТЕКА ИСТОРИЯ ПРОСМОТРОВ
ИСТОРИЯ ПРОСМОТРОВ
ВЧЕРА
КТО ПРАВИТ АМЕРИКОЙ
WHO RULES AMERICA
7 СЕРИЯ 1 СЕЗОН
ЗА ПРЕДЕЛАМИ
EXTANT
2 СЕРИЯ 1 СЕЗОН
МАСТЕРА СЕКСА
MASTER OF SEX
5 СЕРИЯ 2 СЕЗОН
РЭЙ ДОНОВАН
RAY DONOVAN
1 СЕРИЯ 3 СЕЗОН
12 АВГУСТА

Along with the creation of separate screens, it was necessary to create a schemes for a better understanding of the overall picture of the application. Such schemes are especially useful for discussions and presentations.

In the process of working on a project, I studied UWP and got acquainted with an complex approach in designing interfaces.







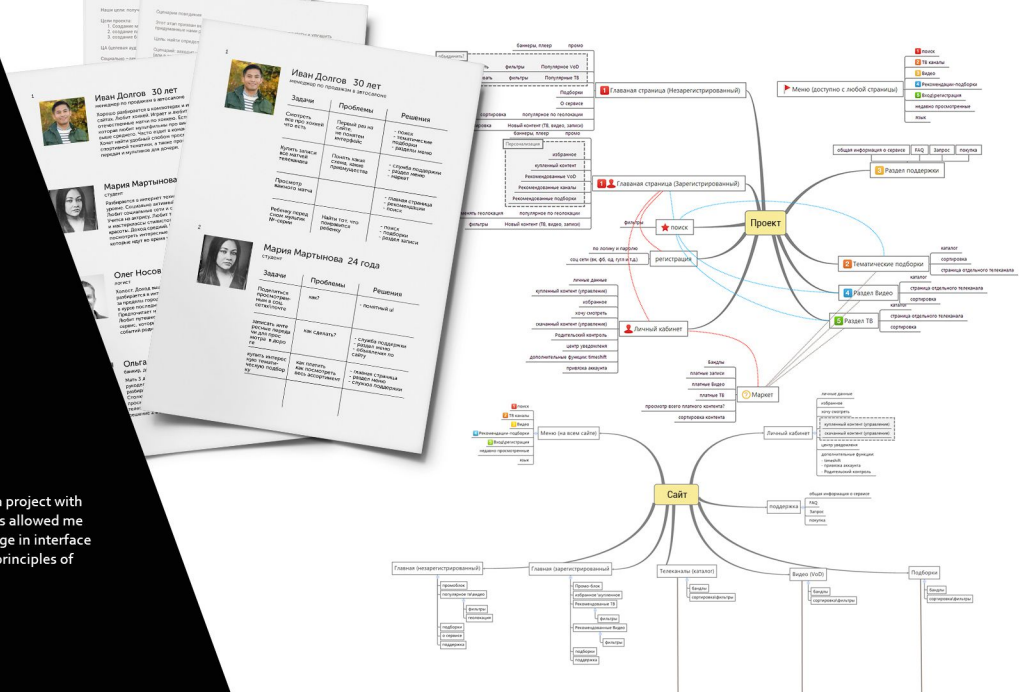
Project name: Hydra TV
Platform: Web
Description: Internet TV, available always and on all screens.

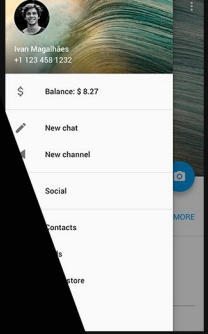
Scope: Develop a website design for the service with a focus on target audience research

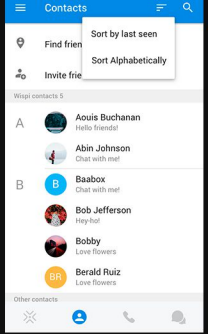
Contribution: Research, discussion of concepts, analysis of statistical data of the service, development of sketches, diagrams and the creation of final sketches. Justification of the concept in a team.

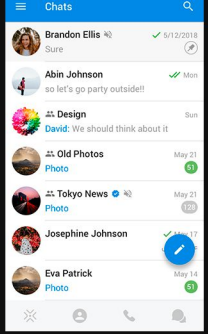
Initially, target audience research was made. After that behavioral scenarios, and user portraits were created. Based on behavioral scenarios, the problems that arise for users were identified. After that a site map was created that took into account the decisions of the tasks of the target audience. On the basis of this, schemes and sketches were created, which were later transformed into final design.

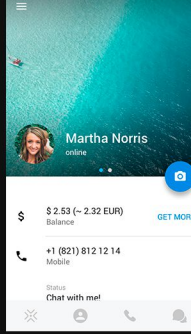
Working as a team on a project with marketers and analytics allowed me to deepen my knowledge in interface design along with the principles of Design thinking.





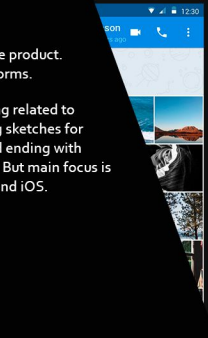


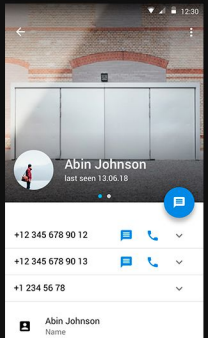


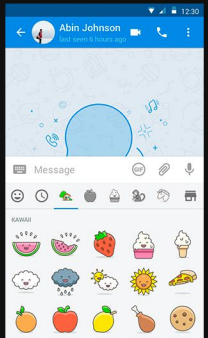


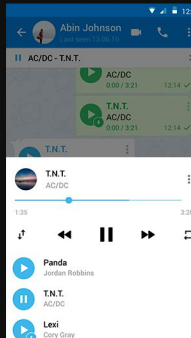
Project name: WispiApp
Platform: Web, mobile
Description: Messaging app
Scope: Creation and promotion of the product. Creating a design for all platforms.

Contribution: I am responsible for everything related to design. Starting from creating sketches for screens of mobile devices and ending with materials for social networks. But main focus is to create design for Android and iOS.









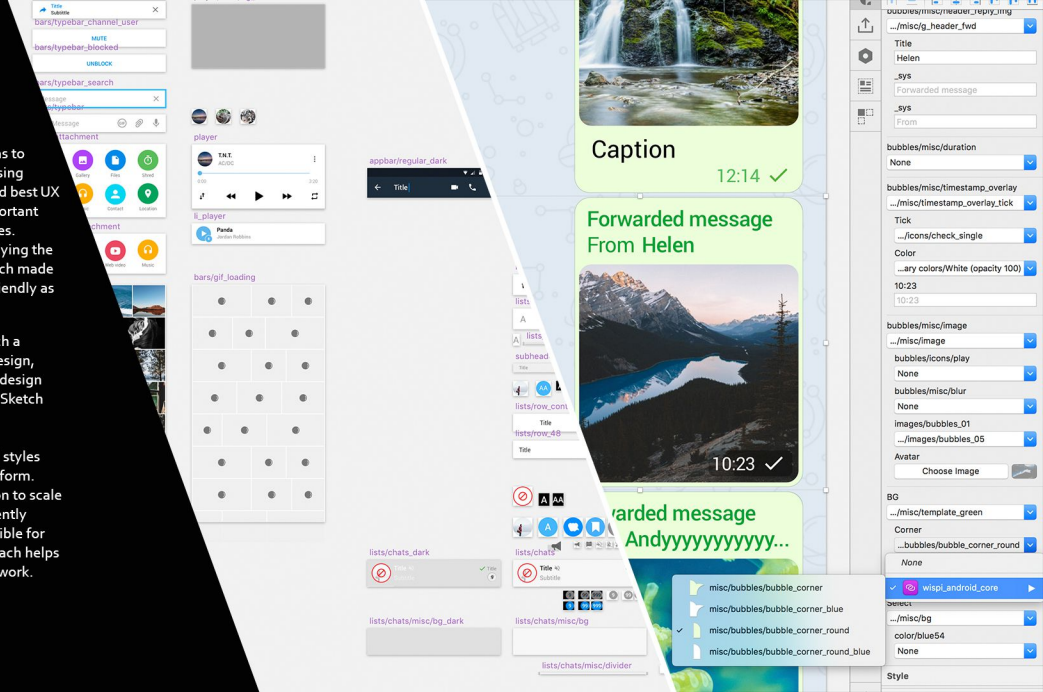
Lead a whole project is very encouraging. Making key decisions in terms of design imposes a serious responsibility, so I had to seriously study the guidelines, apply the best solutions for the application and the new functionality. Being the only designer on a project not only gives you some freedom in terms of implementing the development process, but also makes you constantly think about optimization, every day learns something new, always be in touch, deal with things related to design: testing, discussing and solving emerging problems writing technical documentation and much more.

Application has 2K+ screens (Android & iOS) and 250+ schemes only for mobile devices.

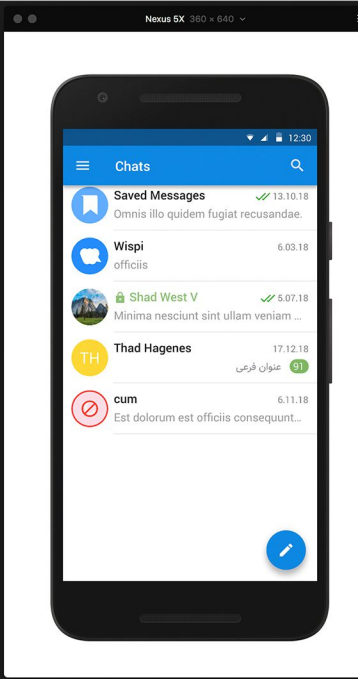
The biggest challenge was to relauch the application using modern design trends and best UX practices. It was also important to rely on native guidelines. Painstaking work on studying the guidelines was done, which made the application as user-friendly as possible.

To effectively support such a number of screens and design, it was decided to make a design system and tie it into the Sketch library.

A library of elements and styles was created for each platform. This allows the application to scale up faster and more efficiently while remaining very flexible for changes. Also, this approach helps to remain transparent in work.



For a more accurate representation of the design and dynamics, we use Framer as a tool to demonstrate the individual design elements for both the developer and the client. In this case we're 100% sure that UX will be as we want.

To work in a team means to be able to use available resources with maximum efficiency. That is why in order to facilitate the work of myself and the developers, I was kinda forced to create a design system, learn Framer, JS, how to write technical documentation and much more. It is not easy, but this is exactly what I like about my work!

```
                height: 20
                borderRadius: 10
                backgroundColor: "#7FB963"

            if itemIsMuted == 1
                unreadContainer.backgroundColor = "#C7C7C7"

            unreadTitle = new TextLayer
                parent: unreadContainer
                text:
_.random(1,parseInt(Utils.randomChoice(["9","9","9","9","99","99",
"999"])))
                color: "#ffffff"
                y: Align.center
                fontSize: 14

            unreadContainer.width = unreadTitle.width+11
            unreadTitle.x = Align.center
            unreadContainer.x = parent.width-
unreadContainer.width

    createDate = (parent, cut) ->
        r = _.random(3)
        month = _.random(1,12)
        if month <10
            month = ('0' + month).slice(-2)
        date = new TextLayer
            parent: parent
            fontSize: 13
            fontFamily: roboto
            y: 15
            text: _.random(1,31)+"."+month+".18"

        date.maxX = parent.width - 12
        if cut != 1
```