

PORTFOLIO

Anatoly Sidorov



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Senior UX Designer, 9 yoe. Passionate about interaction design.
Love design, music and technology. Master in architecture.

Feb, 2021 – Present **Senior UX Designer, EPAM**

Playing key role in creating design for desktop and mobile applications, style guides. Collaborating with client and developers in various projects.

Oct, 2020 – Feb, 2021 **Senior Product Designer, Mobalytics**

Mobalytics is the personal gaming assistant to enhance your performance and overall game experience.

- Run full design process: discover/research/UX/Visual Design
- Participated on building design system
- Take ownership of key feature of the project
- Pay attention to Visual design

March, 2020 – Oct, 2020 **Motion Designer, FaceApp**

#1 App in 40 countries for Photo & Video editing using neural portrait editing technology. 150M downloads worldwide.

- Development of the best solutions for increasing user conversions through video and graphics.
- Create promotional and video clips in and out of the application.
- Close collaboration with marketing team

Dec, 2018 – May, 2020 **Product Designer, TangoMe**

Tango is a social, interactive live-streaming platform.

- Participation in design activities across whole product
- Conducting and facilitation of input information from stakeholders
- Create low/high fidelity mockups and prototypes
- Creating 2d/3d animation and graphics
- Establish and develop design system
- Initiate and launch several product features

July, 2016 – Nov, 2018 **Lead Designer, Wispi**

- Conduct information from stakeholders
- Create low/high fidelity mockups for Android/iOS
- Establish and develop design system
- Close collaboration with stakeholders and cross functional team

Feb, 2013 – Nov, 2016 **UX/UI Designer, SPB TV**

- Create and manage design for marketing department
- Collaboration with team (dev, QA, PM, client)
- Client facing
- Create low/high fidelity mockups for iOS/SmartTV
- Participation in creation of the UI Kit of company

Jun, 2012 – Dec, 2012 **Web Designer, Region Info**

- Gather information from PM and client
- Create low/high fidelity design for websites
- Collaboration with devs/QA teams

CASE STUDY 1

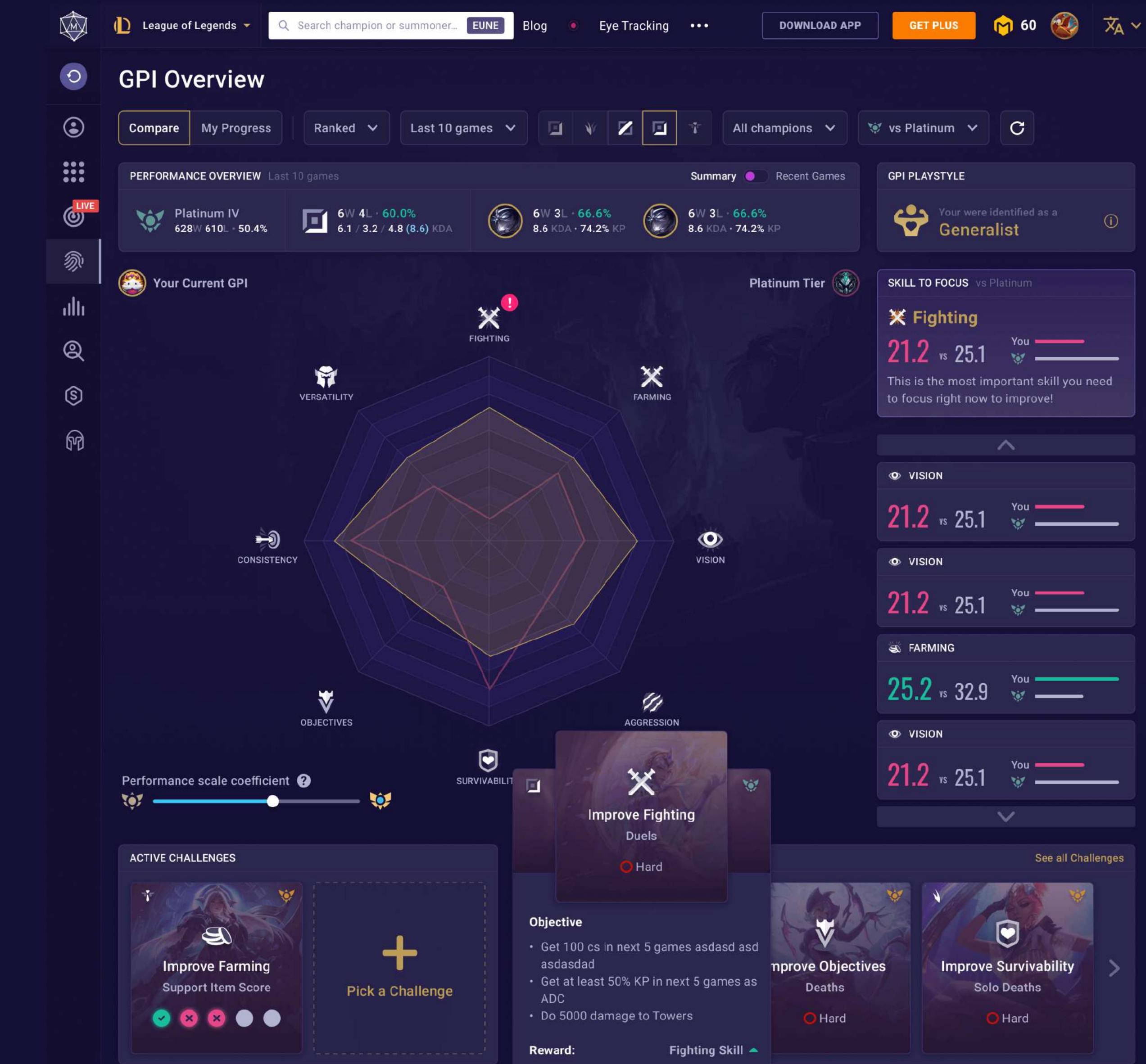
Mobalytics

ABOUT PROJECT

The philosophy of Mobalytics is that every person who works in the company understands for whom and why we are making the product. Ideally, the person should be a gamer of the game you are working on. Then there is a higher chance that you will be able to offer some kind of solution, whether you are a designer, engineer or a data analyst. This allows you to work more efficiently and with more interest.

CHALLENGES

Relaunch the core feature so that it starts working together with the rest functions of the product.



CASE STUDY 1

Mobalytics

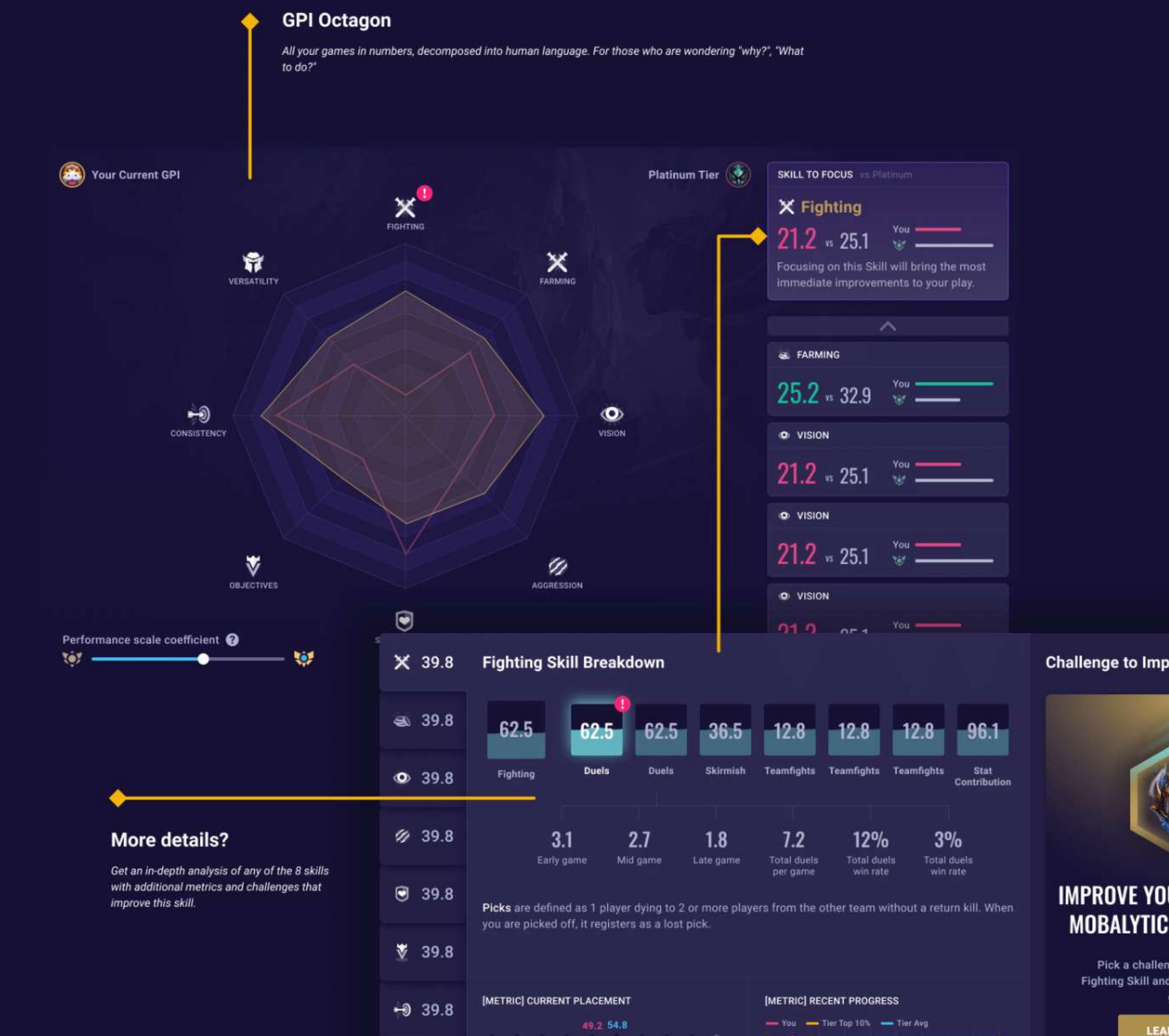
PROCESS

After initial acquaintance with the task, we arranged a session with the co-founder and game experts, in which they told us the story, current problems and the potential output / vision that is expected from the feature. The first step after that was the research: I looked at the current implementation, studied user feedback on the current version of the GPI, together with PM we've had few sessions with stakeholders, competitor analysis was made.

After collecting all the initial data, together with team we've started brainstorming to find new opportunities to increase the value of the feature and achieve the set goals. After that, we made a concept to test our ideas within the company with experts and colleagues.

We worked in sprints that allowed us to make the right decisions in a timely manner and receive important feedback from colleagues, taking into account the set deadlines.

As a result we not only made the GPI, but also worked out other functionality that indirectly was related to the GPI: new dashboard, comparisons, challenges page and report.



CASE STUDY 2

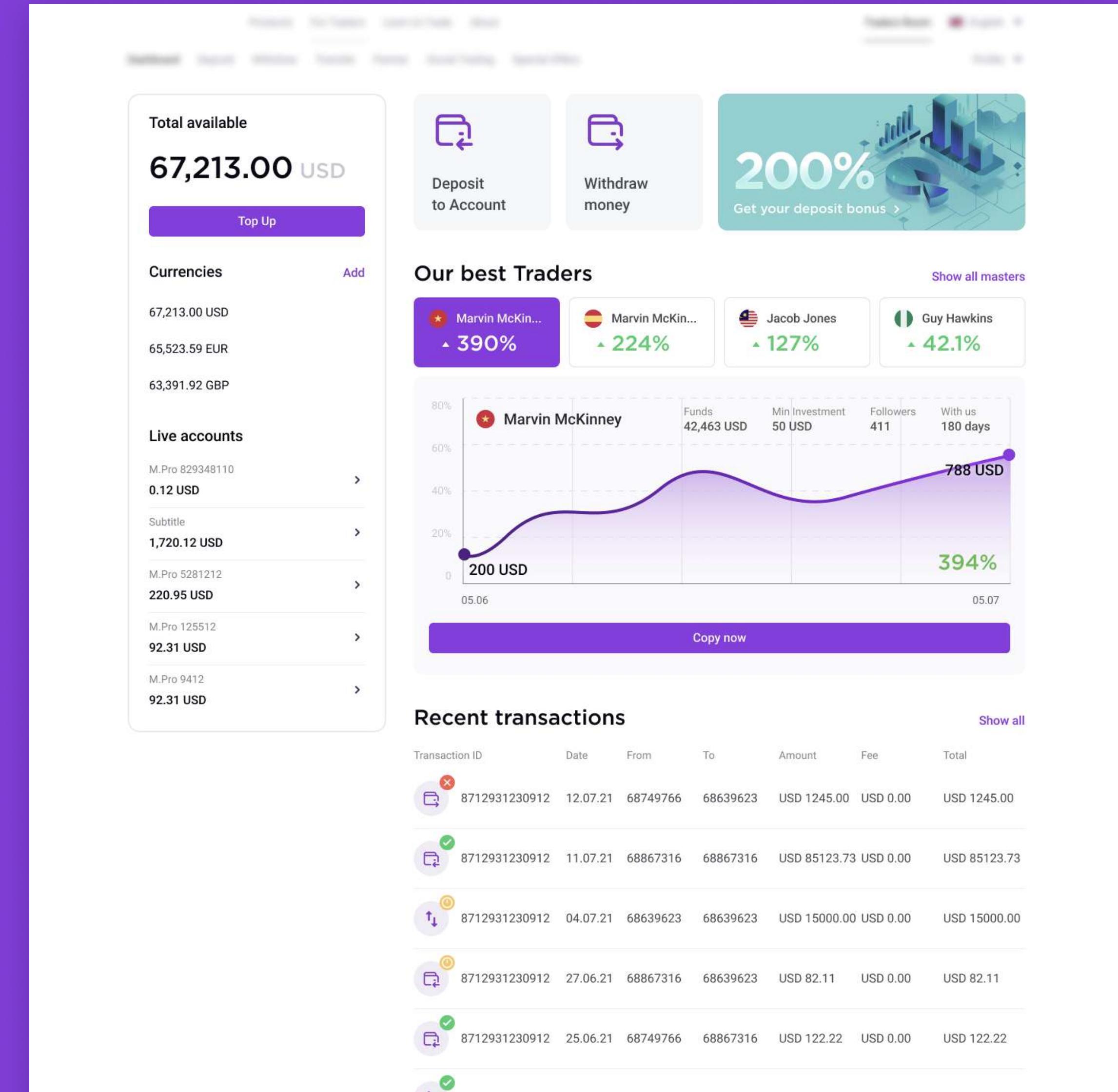
NDA (Forex)

ABOUT PROJECT

An online broker established that provides simple and easy access to currency, stocks, commodities and indices trading.

CHALLENGES

Leading design activities in company.
Orchestrating work of other designers so our work can be efficient and synchronized.
Creation and development of the design system. Established processes and design culture in the company.



CASE STUDY 2

NDA (Forex)

Wallet # 454373

67,213.00 USD
Lifetime reward: 375 350 USD

Partnership Results

Week	Month	3 months	Lifetime results
578	64	\$ 112 287	27 Active clients
New leads	New clients	Net DW	Volume
4 758\$	Next transfer 19.07 12.07 – 8.07	Average week reward: ST 950	24 Retiring clients
		Detailed report	

DW reward

5%	1 200 USD	1320 2200 USD	30/55
Current DW reward	Net DW [month]	DW reward [month]	Total lots
From 0 active clients required	From 6 active clients required	From 11 active clients required	From 21 active clients required

Partnership level

Family	Silver	Family	Platinum	Diamond
M. Pro 20% rev.share	M. Pro 30% rev.share	M. Pro 20% rev.share	M. Premium 40% rev.share	M. Pro 60% rev.share
M. Premium 20% rev.share	M. Premium 30% rev.share	M. Premium 40% rev.share	M. Premium 50% rev.share	M. Premium 60% rev.share
M. Parrot Investor 20% rev.share	M. Parrot Investor 30% rev.share	M. Parrot Investor 60% rev.share	M. Parrot Investor 50% rev.share	M. Parrot Investor 60% rev.share
From 0 active clients required	From 6 active clients required	From 11 active clients required	From 21 active clients required	From 51 active clients required

Referral link **Landing page** **Tag**

Profile

Personal Information

First name: Samara Last name: Chelovek

Subscriptions Preferences Verify account

Contact information

Phone number: +37258229222 State or region: Other Country of residence: Christmas Island Postal code: 029132

City: Other Address line 1: Samara Address line 2: old town road 1

To change your personal information please send us email to support@gmail.com

Footer

- Investing
- Partnership
- News
- FAQ
- Payment Systems
- About Us
- Privacy Policy
- Terms and Conditions
- Terms of business
- AML Policies
- Risk Disclosure

The interests of clients are protected by the Financial Commission Compensation Fund for up to €20 000 per user.

PROCESS

My responsibilities included leading the team, high-level communication and gather business requirements, as well as working as a designer (80/20). Range of tasks that were part of my responsibilities:

- Collection, analysis and facilitation of high-level tasks
- Formation of work processes within the design team and the development department
- Managing a team of 4 designers.
- Formation of sprints, supervision\setting tasks
- Meeting deadlines
- Work on the design system
- Maintaining design documentation

Hello Trader!

Welcome. Before you would like you to pick type of account you want to trade. Please choose one of the accounts.

Start

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verify execution quality is confirmed by MMT and complies with best execution standards.

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Total available **67,213.00 USD**

Top Up

Currencies **Add**

67,213.00 USD
65,523.59 EUR
63,391.92 GBP

Live accounts

Number	Invest type	Fee margin	Balance	Currency	Leverage
65473624	Subscriber	200	910.40	USD	1:000
65473624	Copy master	200	910.40	USD	1:000
65473624	Choose type	200	910.40	USD	1:000

Demo accounts

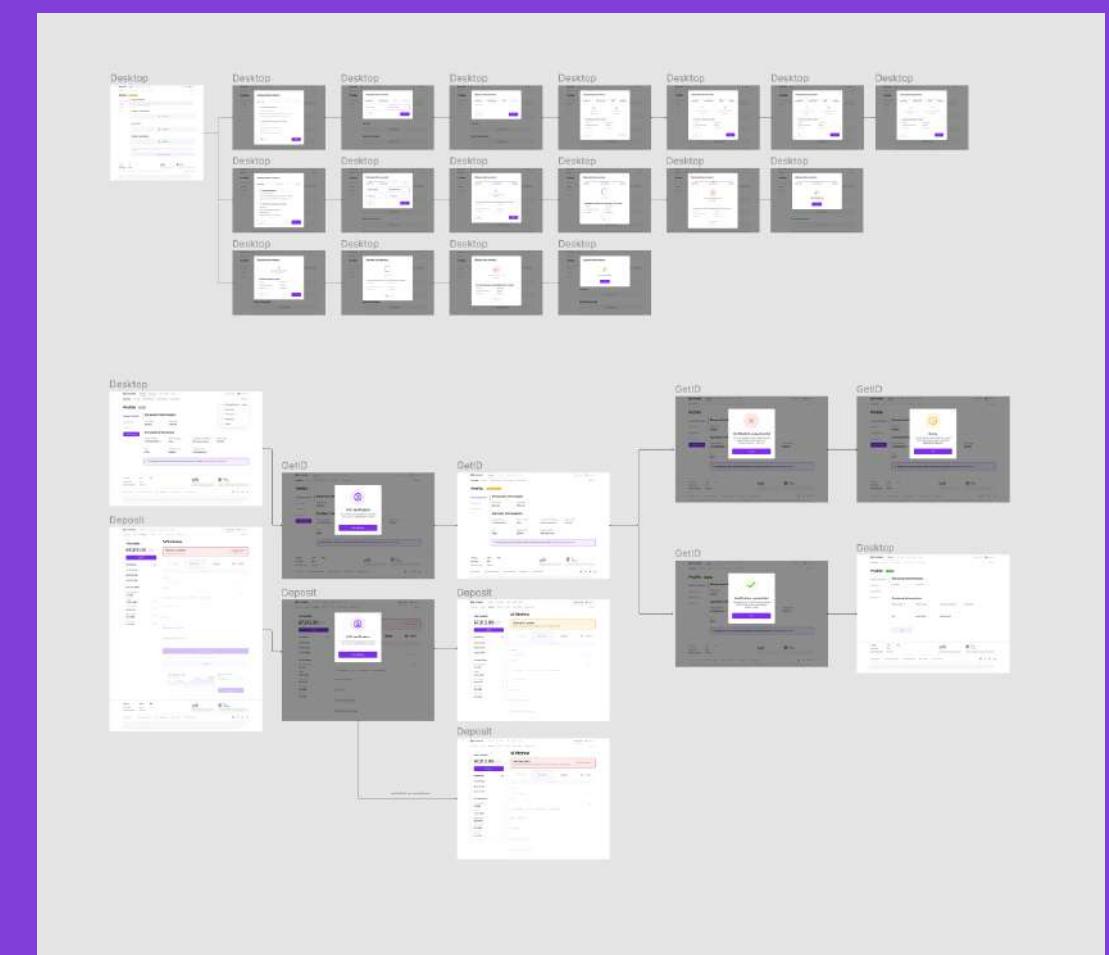
Number	Invest type	Fee margin	Balance	Currency	Leverage
65473624	Demo account	200	910.40	USD	1:000
65473624	Demo account	200	910.40	USD	1:000
65473624	Demo account	200	910.40	USD	1:000

Open new account

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Total available **67,213.00 USD**

Top Up

Currencies **Add**

67,213.00 USD

Recent transactions

Transaction ID	Date	From	To	Amount	Fee	Total
8712931230912	12.07.21	68639623	68639623	USD 1245.00	USD 0.00	USD 1245.00
8712931230912	11.07.21	68867316	68867316	USD 85123.73	USD 0.00	USD 85123.73
8712931230912	04.07.21	68639623	68639623	USD 15000.00	USD 0.00	USD 15000.00

Investing **Partnership** **News** **FAQ**
Payment Systems **About Us**

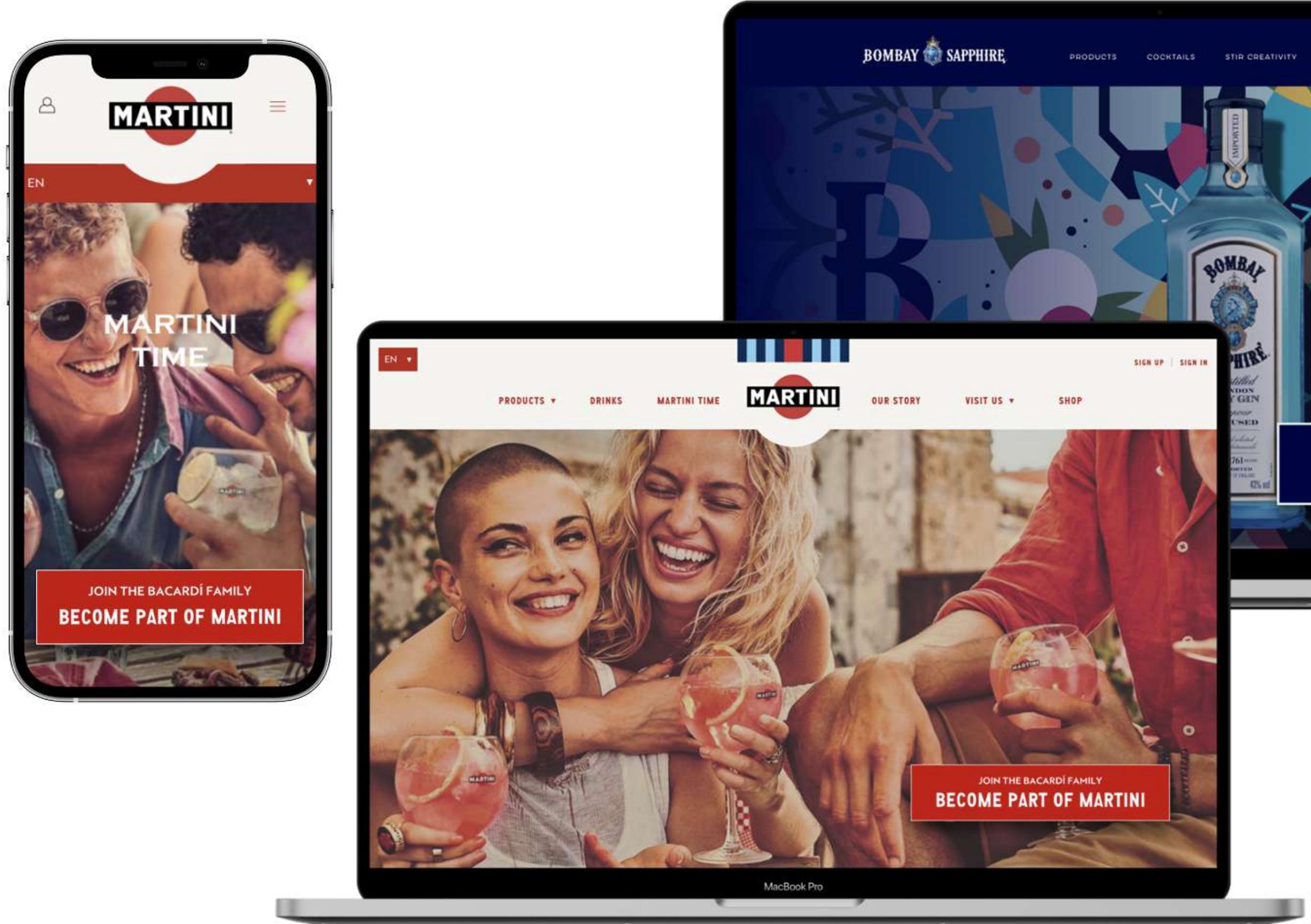
verify execution quality is confirmed by MMT and complies with best execution standards.

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Bacardi UX Research

CHALLENGES

Activate and augment sign-up mechanisms on Bacardi Limited own brand websites to collect data, drive transactions and generate insight to optimize, enhance and drive 121 Marketing.



CASE STUDY 3

Bacardi UX Research

PROCESS

Due to the tight deadlines and input data that we had, I together with team planned and distributed the work of the team into 3 stages:

1. Initial research

- Workshop with stakeholders
- Current solution review

2. Market analysis

- UX trends
- Competitor analysis
- Market leaders

3. Analytics

- Current user flow review
- Drop-off points analysis
- User's motivation analysis

As a result, I've created 10 UX mechanics in low fidelity, after internal review solutions were presented to the client.

Understanding the task, I divided the mechanics into those that can be applied in the very near future and more strategic ones. After review and adjustments I've passed them to UI designer and work was done. Client was happy.

4. Build In Security - lower chance user to worry about while using phone

Simple (Twitter, Amazon, Facebook)

1. Minimize- 4 fields is max what can you ask for
2. Make signup segmentation&validation - to decrease user's frustration
3. Use the right tools - input controls/element size and attentions
4. Use social media buttons for 1-click-signup

Reciprocity (Yandex, NY Times)

1. Give something to get something
2. Show value before asking of commitment - Show piece of the content
3. Build value around registration

Social (Facebook, Instagram)

1. Crowd effect - people like to do something when others are already committed
2. Personalize from start - recommendations, building relationship
3. User Generated Content (comments, review, ratings)
4. Gamification - make process more fun

Life after Signup (Loreal)

1. Post signup guides and followups
2. User levels (loyalty programs)
3. Interaktion user to community

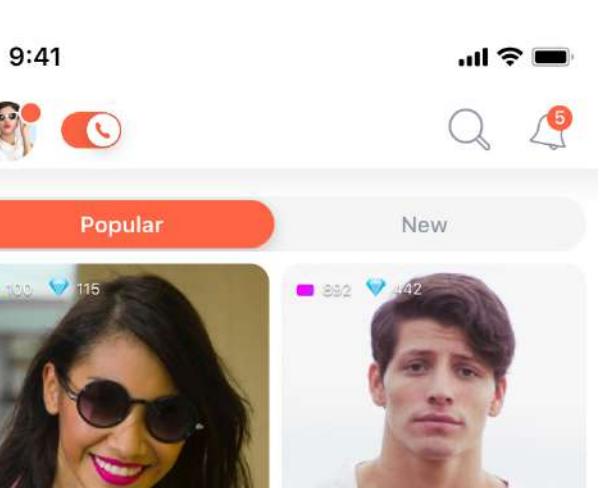
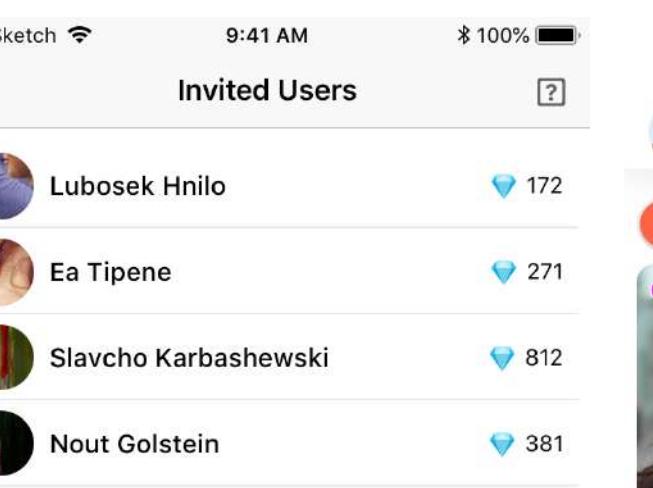
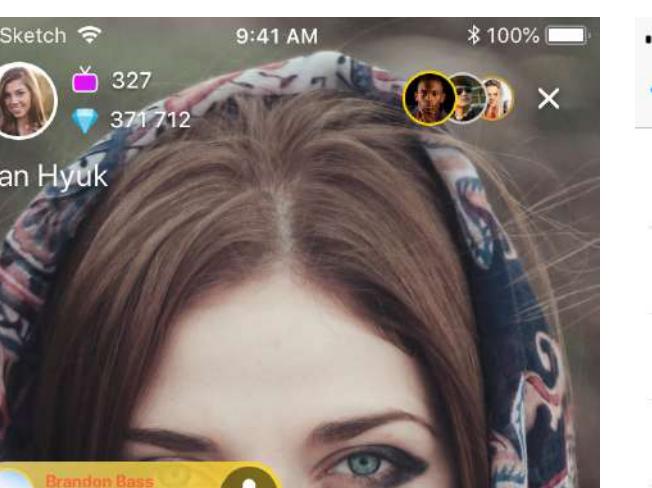
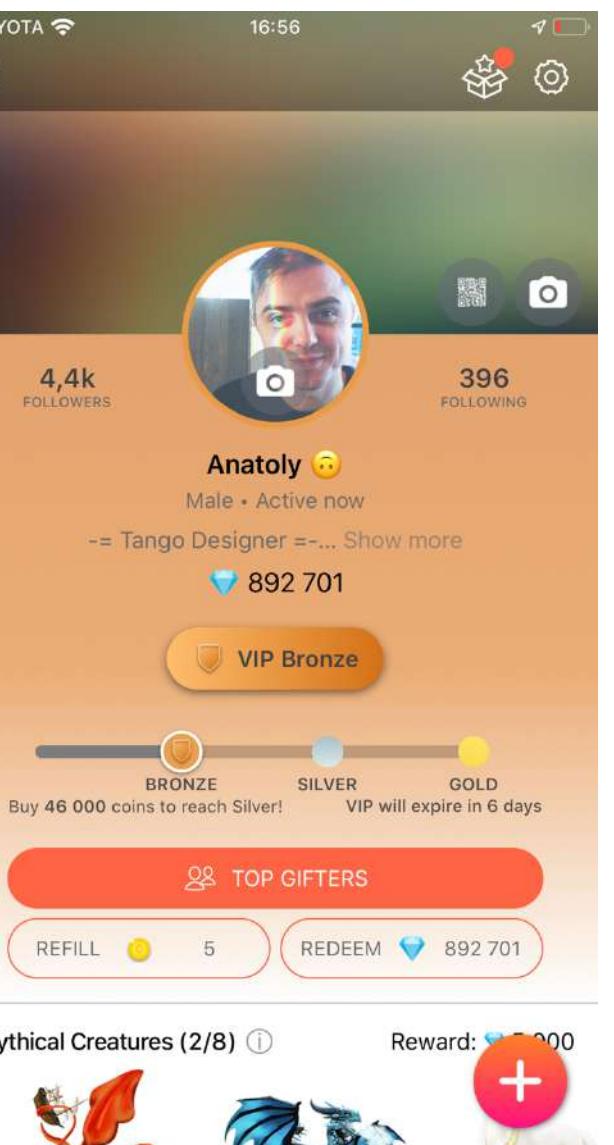
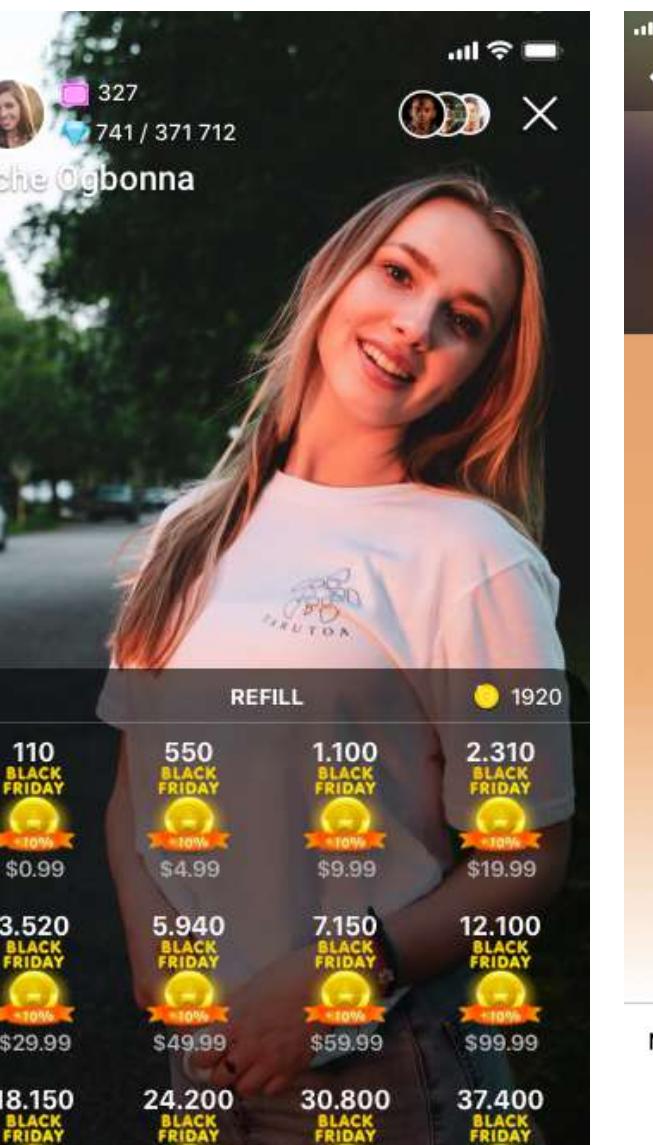
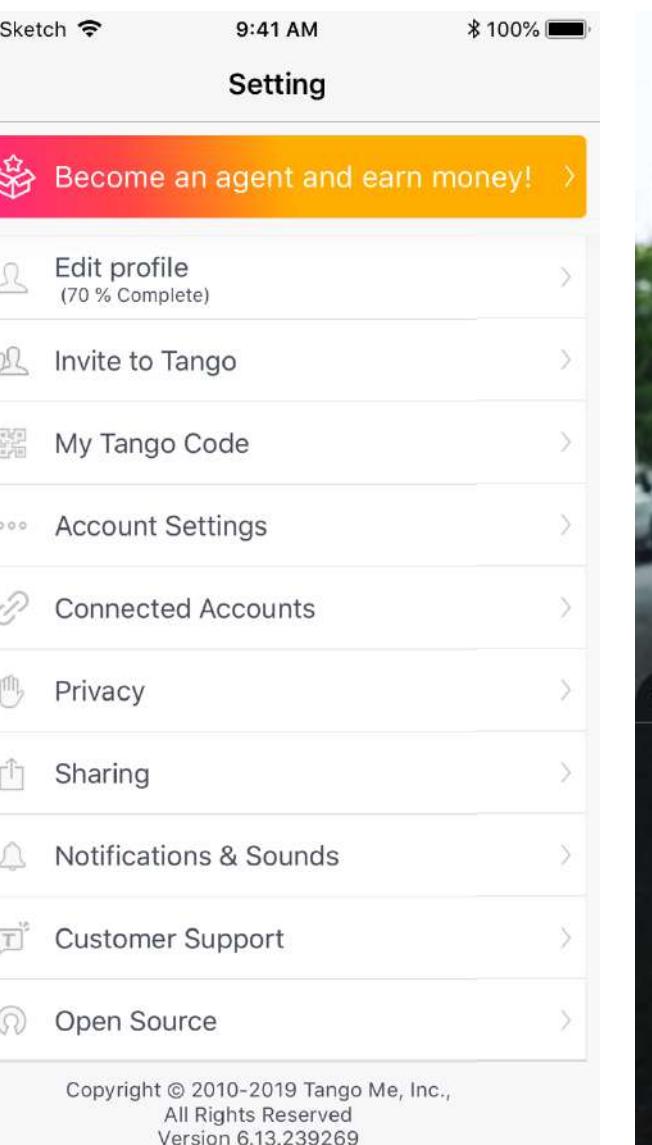
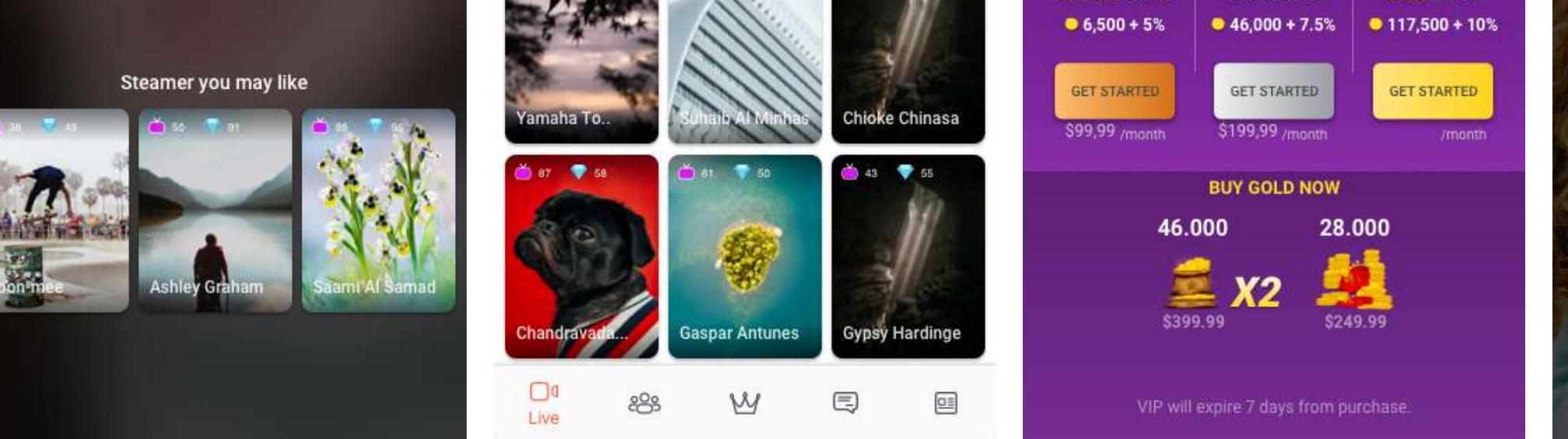
	sign up form	sign up/in button position (desktop)	sign up/in button position (mobile)	link to sign in (inside form)	link to sign in position	facebook sign up button	other social nets sign up button	close icon	close icon position	first name field	last name field	profile name field	e-mail field
Bacardi US	+	header right	burger menu top right	+	top	+	-	+	top right	+	+	-	+
Bacardi UK	+	header right	burger menu top right	+	top	+	-	+	top right	+	+	-	+
Martini US	-												
Martini UK	+	header right	icon in header left	+	top	+	-	+	top right	+	+	-	+
Bombay US	+	header right & popup	icon in header left & footer	+	top	+	-	+	top right	+	+	-	+
Bombay UK	+	header right & popup	icon in header left & footer	+	top	+	-	+	top right	+	+	-	+
AngelsEnvoy US	+	2 buttons (header center than screen center left)	2 buttons (header center than screen center left)	+	top	-	-	+	top right	+	+	-	+
AngelsEnvoy UK	+	2 buttons (header center than screen center left)	2 buttons (header center than screen center left)	+	top	-	-	+	top right	+	+	-	+
Grey Goose US	+	header right	burger menu top left	+	top	+	-	+	top right	+	+	-	+
Grey Goose UK	+	header right	burger menu top left	+	top	+	-	+	top right	+	+	-	+
Dewars US	+	header right	icon in header left	+	top	+	-	+	top right	+	+	-	+
Dewars UK	+	header right	icon in header left	+	top	+	-	+	top right	+	+	-	+
Teeling whiskey US	-												
Teeling whiskey UK	-												
D'usse US	+	header left&right	icon in header right	+	top	+	-	+	top right	+	+	-	+
D'usse UK	+	header left&right	icon in header right	+	top	+	-	+	top right	+	+	-	+
St Germain US	-												
St Germain UK	+	header left	icon in header left	+	top	+	-	+	top right	+	+	-	+
Plume & petal US	+	header right & popup	buttons in header right	-			-	-	top right	+	+	-	+
Plume & petal UK	-												
Aberfeldy US	-												
Aberfeldy UK	-												
SantaTeresa US	+	header right	icon in header left	+	top	-	-	+	top right	+	+	-	+
SantaTeresa UK	+	header right	icon in header left	+	top	-	-	+	top right	+	+	-	+

Trend	Bacardi	Yandex	Nike	Loreal	DIAGEO	Pernod Ricard	Revolut
Total Points	12	19	16	23	5	8	15
Mobile First							
Mobile Website	+	+	+	+	+	+	+
Native mobile app	+	++	++	+	+	+	++
Augmented Reality / QR codes	+	+	+	++	+	+	+
Visual search				+			
Simple							
Less than 5 fields	+			+			+
Segmentation & Validation		+		+			+
Use Modern UX/UI practices	+	+	+	+	+	+	+
1-click signup (social media)	+	+		+	+		
Reciprocity							
Give benefits for signup	+	++	+	+			+
Sample content before signup		+					
Emphasise value around signup	++	++	+				++
Merge physical&digital							
Offline&Digital symbiosis		+		++			
Supplementing digital&offline	+	+	+	+		+	+
Collectables	+	+	+	+			

Brand	Total Points
Loreal	23
Yandex	19
Nike	16
Revolut	15
Bacardi	12
Pernod Ricard	8
DIAGEO	5

CASE STUDY 4

Tango



ABOUT PROJECT

Tango is a social, interactive live-streaming platform with more than 200M registered users.

CHALLENGES

Constantly looking at the app and try to make it better every day. Work on various features: VIP, Tango Stories, Animated Gifts, Chroma Key, Launching Web, Collections.

CASE STUDY 4

Tango

PROCESS

The process of operation of each of the functionalities was different to one degree or another. But most often we followed the approach: setting-refine-learn-prototype-iteration-solution. An important factor for us was the balance of speed and quality, and it was sometimes difficult.

Being enthusiastic and curious by nature, I created an account in the application and actively participated in the life of the community. Having gathered loyal users of the application around me, I used this communication channel in order to receive feedback on released products, search for new ideas and communicate.



Current collection

Valentine's Day!

✓ Completed



Habibi



Valentine's Day!

CASE STUDY 5

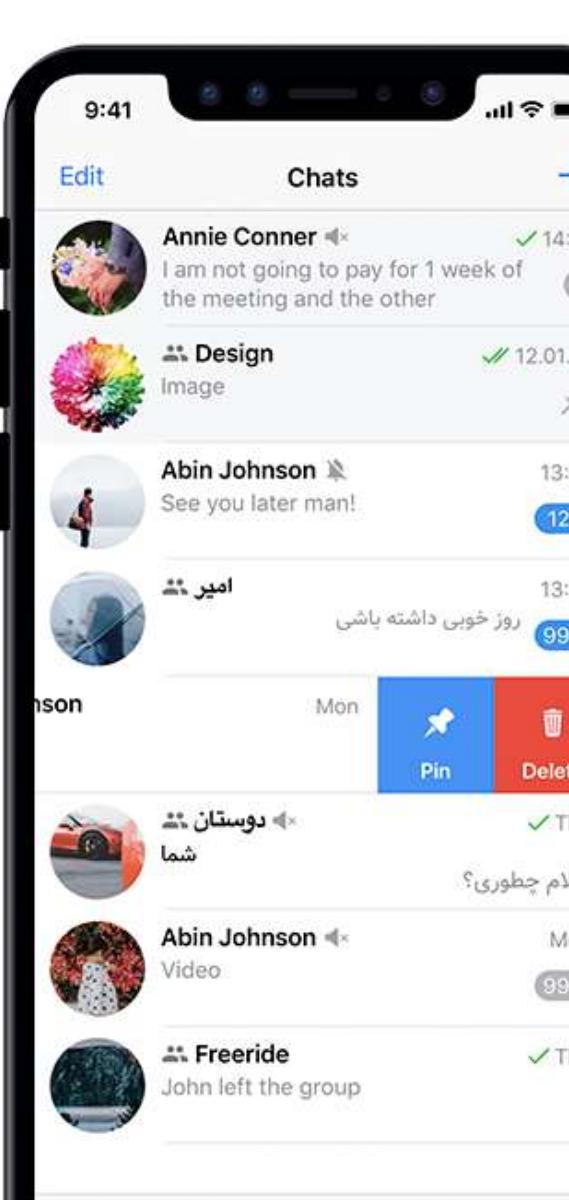
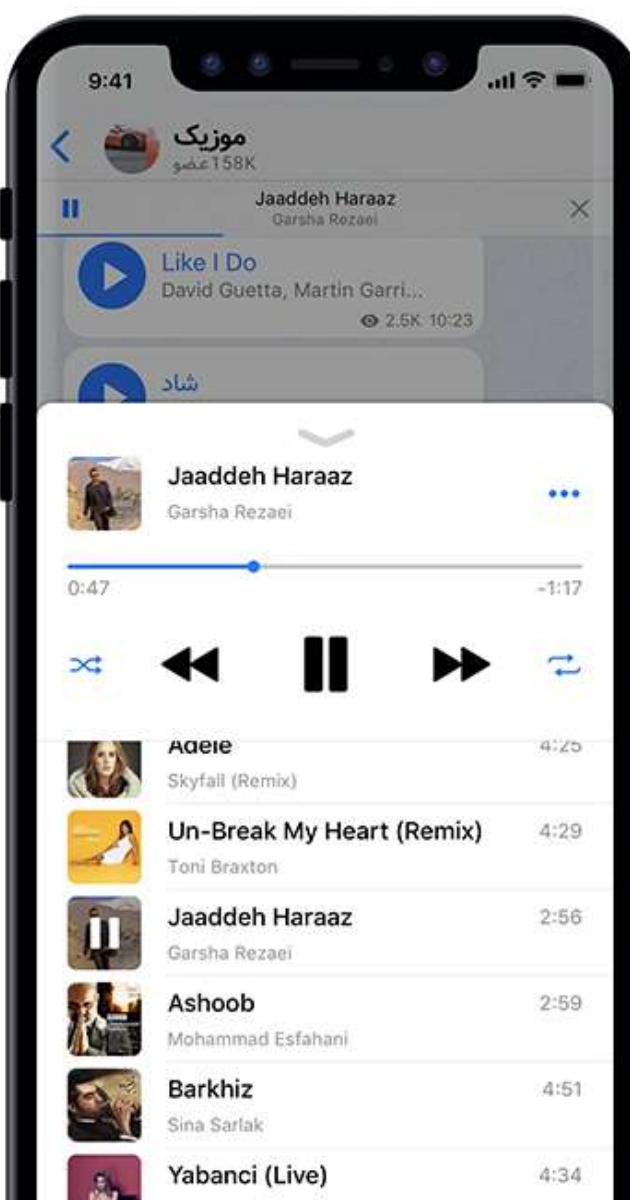
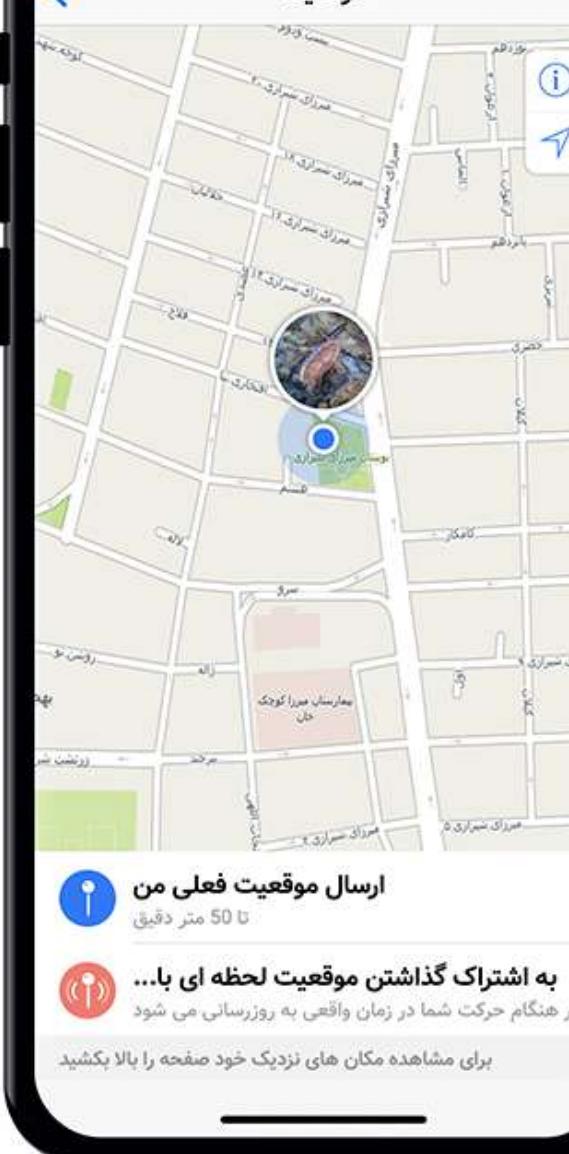
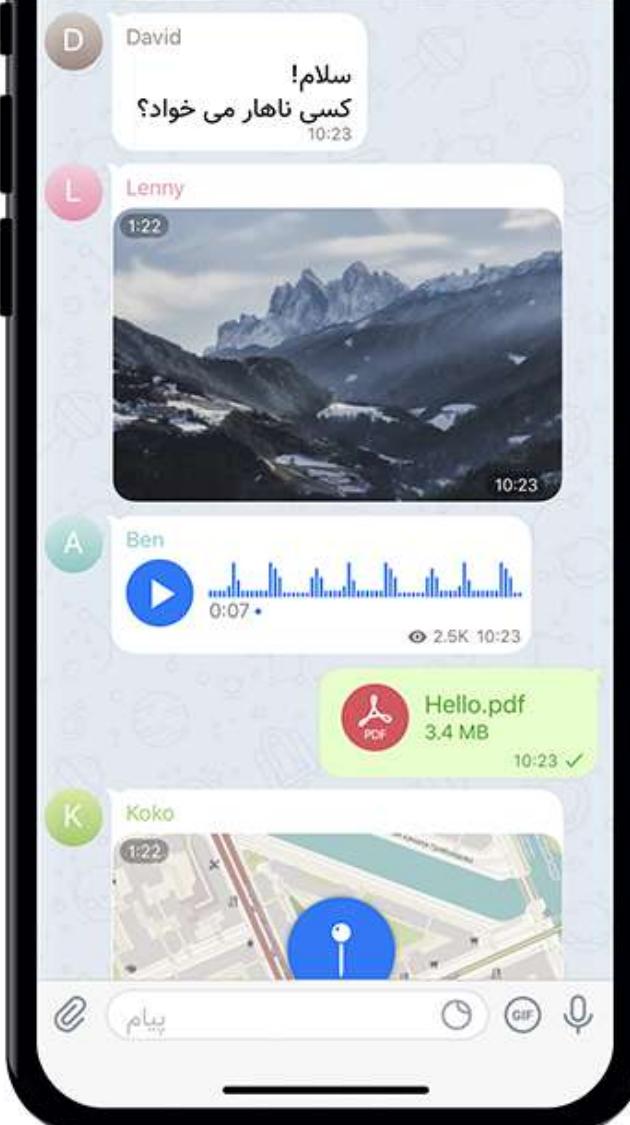
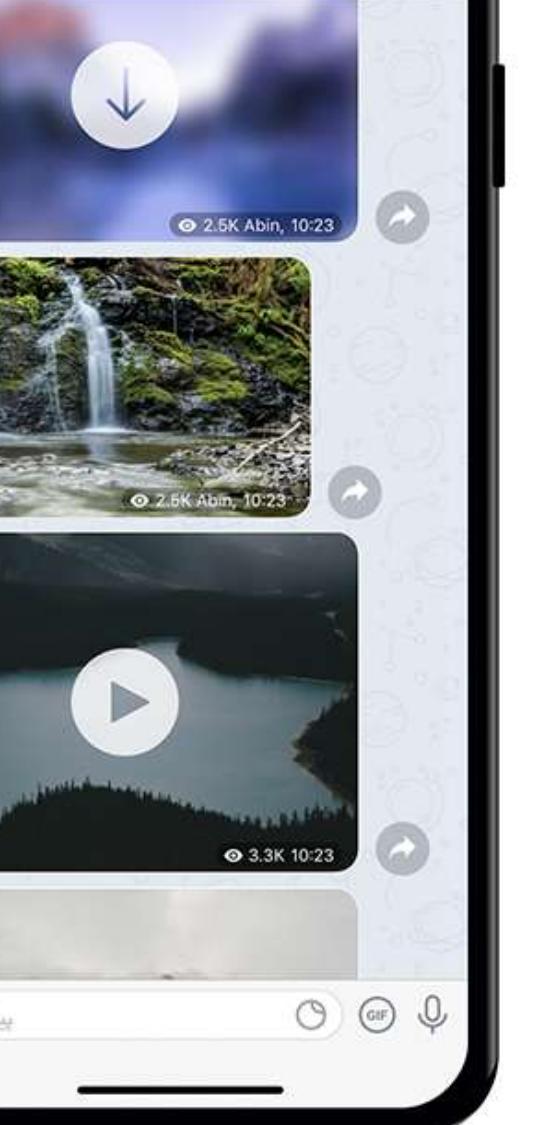
WISPI

ABOUT PROJECT

Wispi is a free cross-platform mobile communications app. Aim is to connect and promote communication between Wispi users free where possible and offer users excellent alternatives to the current phone / communication operator.

CHALLENGES

Create a modern application in terms of UI and UX using the best design practices and guidelines. Responsible for design from input data collection to design review. Last but not least, my responsibility was to work on establishing processes in an international team, taking part in idea creation and brainstorming, helping business analysts, developers and QA specialists.



CASE STUDY 5

WISPI

PROCESS

The first step after starting work on the project was to study the product, current and future tasks, as well as sessions with stakeholders. After analyzing the data I received, I was able to point out to the team the things that were bothering me. During the dialogue, we drew up a work plan and I was able to get to work.

When working on one product, it is difficult to stick to a certain work process. But often it was based on 5 main stages: gathering information - processing - research - analysis - solution.

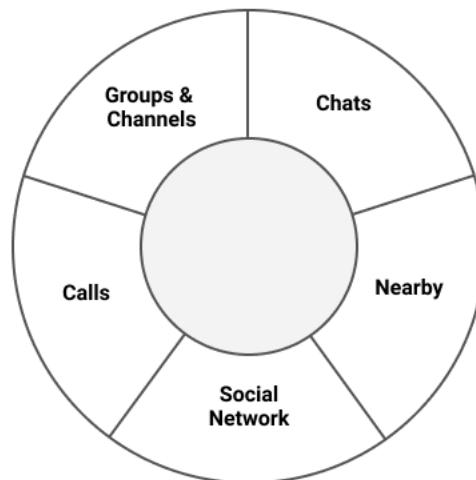
Lead a whole project is very encouraging. Making key decisions in terms of design imposes a serious responsibility, so I had to seriously study the guidelines, apply the best solutions for the application and the new functionality.

During my work I was working/achieved:

- Building design work processes in a team (sprints, transfer of layouts, design reviews)
- Work on creating UI Kit of whole project
- Formation of corporate identity
- Reworking of all application screens on iOS and Android
- Working on tasks for marketing (social media, videos and animations)

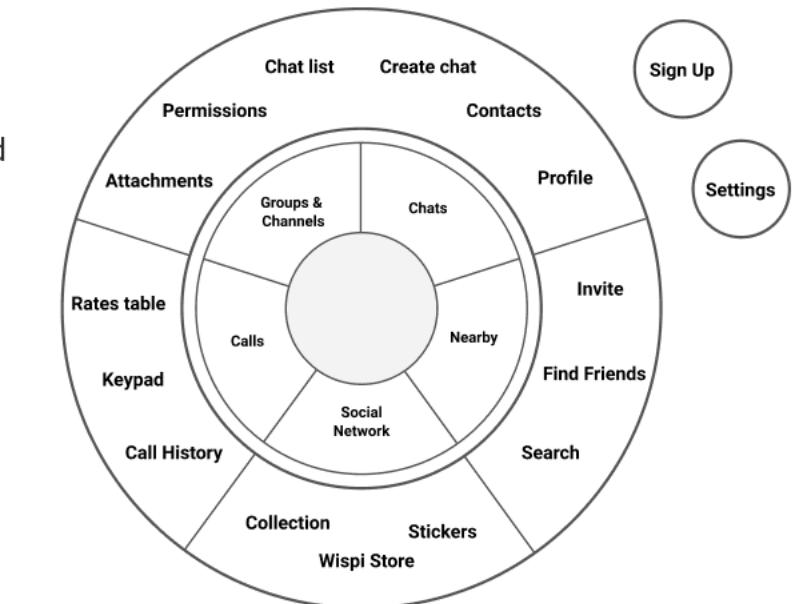
Scope of the project

Initial scope was defined from features and functions of a product. Main features of the app are:

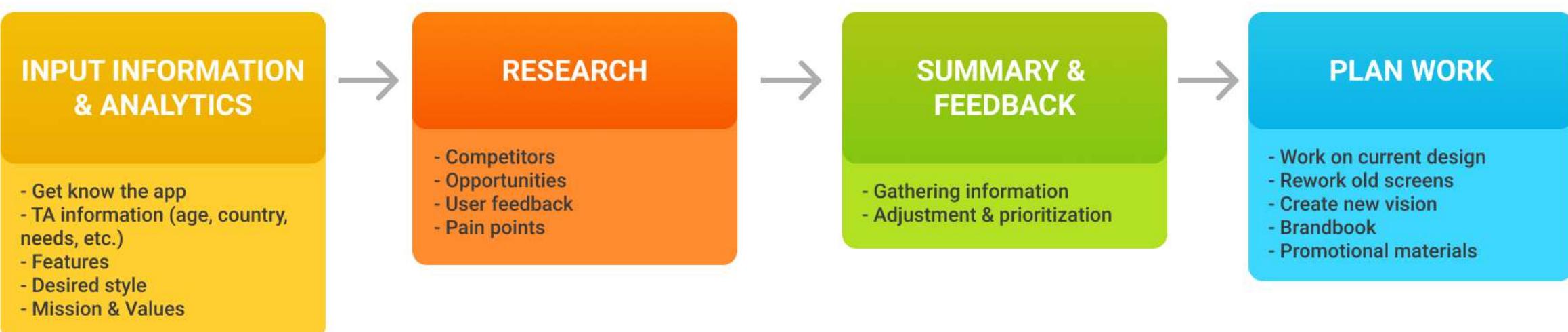


Understanding and visualizing the scope of the project allowed me to prioritize the work and understand which functions are the most important.

The application has many other functions that, although important, are not core. More often they perform an auxiliary role to the main functional, so keep them in mind.



Process of the work



Priorities: Chat & Calls

We clearly defined that chat and calls are the two main areas to work on. All other functionality should be sent to the background or to play a secondary role. Also, all new functionality should be somehow connected with chats or calls.

Signup

We found out that many new users do not understand how to enter the application, and when they enter, they do not understand what to do next. The process of onboarding is too complicated and lengthy. It was necessary to simplify the registration process and make the onboarding process more understandable.

Functionality

In the study of direct and indirect competitors, we found that many have similar functionality to which users have long been accustomed. But we did not have it, so it was important to add it to compete.

Uniqueness

An important aspect of the success of a project is its uniqueness. In the course of my research, I could not find a unique functionality or an unusual approach. It was vital to find and develop a unique offer for users.

CASE STUDY 6

E-Harvesting

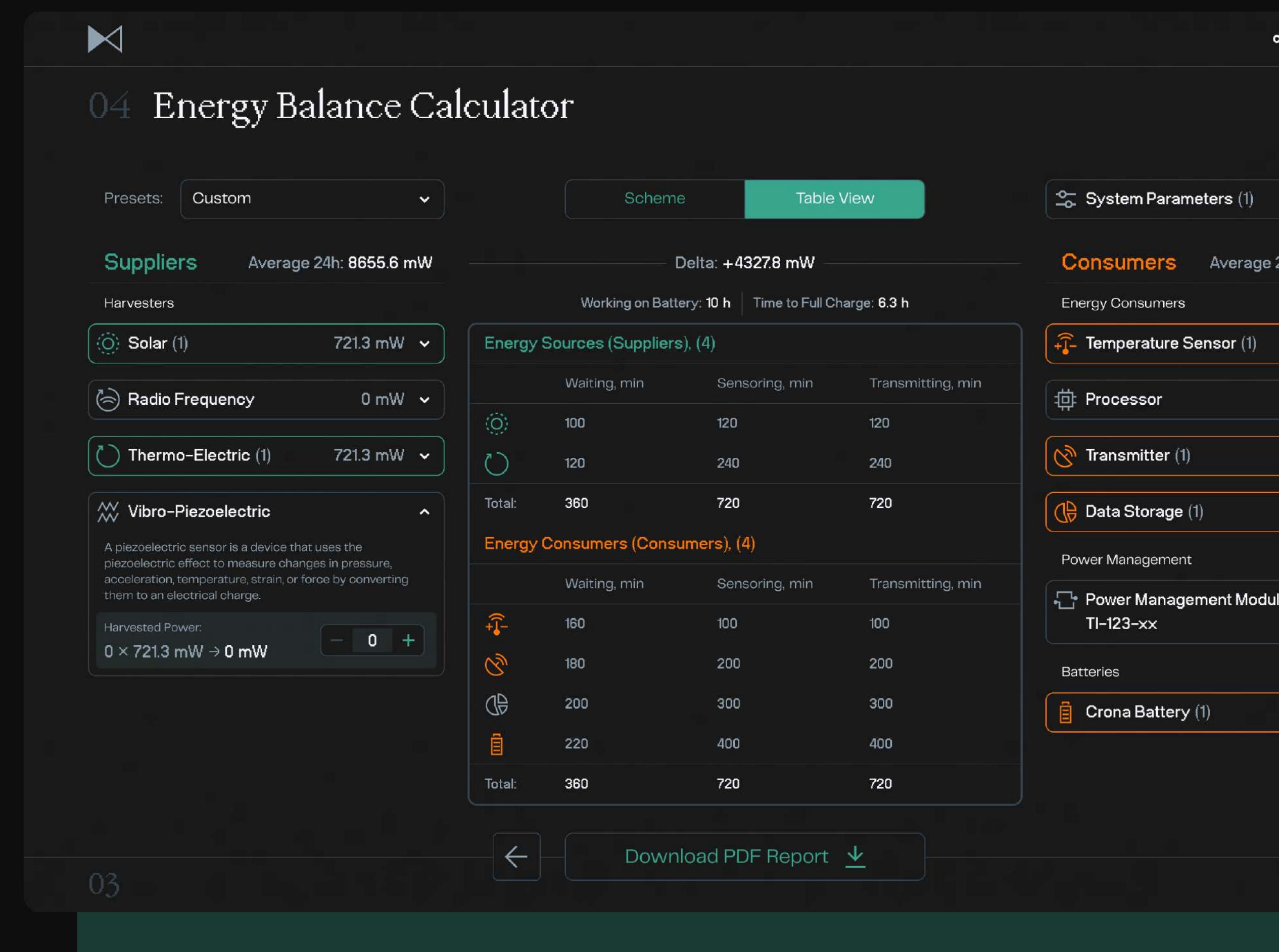
<https://e-harvesting.lab.epam.com/>

ABOUT PROJECT

An internal project of the company to obtain energy from the environment. After a successful mvp, it became necessary to create a product website.

CHALLENGES

The primary task was to conduct a full cycle of design activities to create a website design. The next step was to bring the project to release. My responsibility was to communicate with the development team to solve problems and manage the work of the design team.



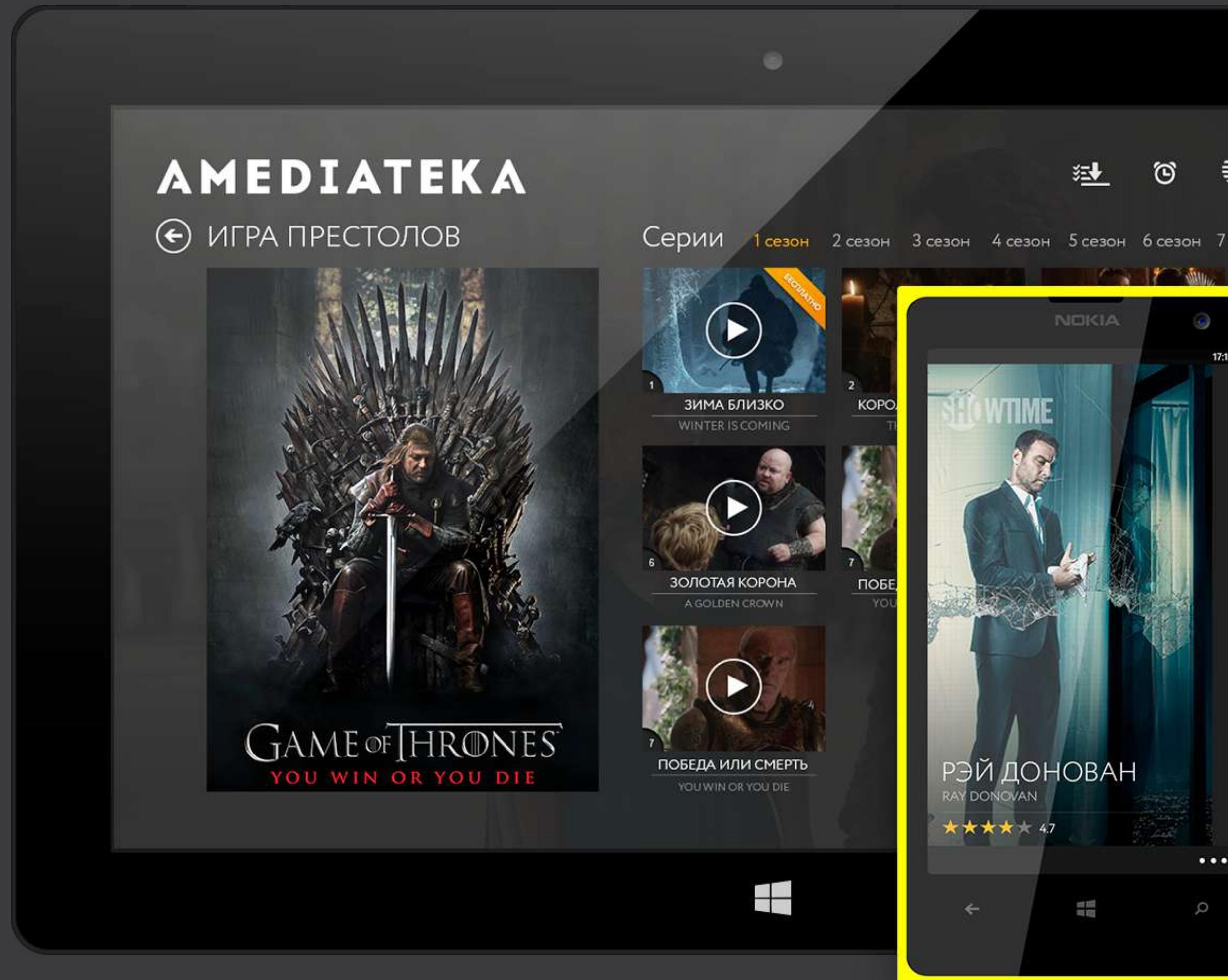
Amediateka

ABOUT PROJECT

One of the clients of SPB TV was Amedia - the Amediateka project. Online service of the best TV series on the planet. Premieres await you new HBO projects simultaneously with the whole world and the entire studio library, as well as hits of the world's leading TV channels and studios - FOX, Showtime, Starz, BBC, ABC Studios, Sony Pictures and many others

CHALLENGES

To promote the product, the main task was to develop a mobile application for the windows phone platform. It was necessary to develop applications practically from scratch, while maintaining the continuity of the predefined corporate identity.

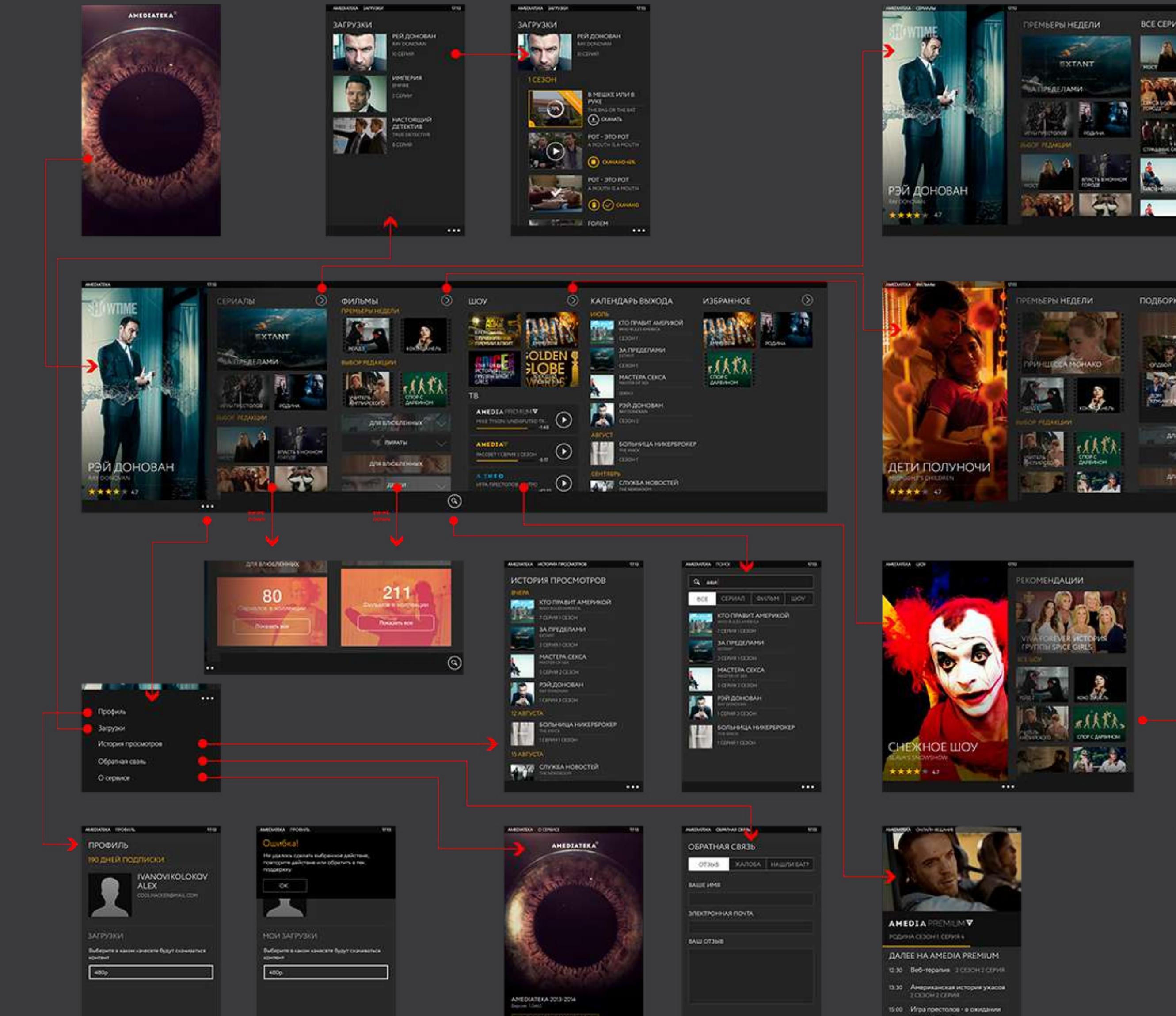


CASE STUDY 7

Amediateka

PROCESS

Since at the time of work Amediateka had his own corporate identity - this slightly eased my task. I concentrated on creating a native UX for users. I spent some time exploring the principles, guidelines, and best practices for the Windows mobile platform. Together with the team, we collected all the functional requirements that should have been in the mobile application. Initially we decided to use the native elements of the platform (metro style, fonts, errors, icon style) for seamless UX.



CASE STUDY 8

SPB TV

ABOUT PROJECT

SPB TV is a leading developer of technological solutions for OTT, IP and mobile TV. To improve the quality and more efficient development of the head platform, the company decided to create its own product. Together with the team, I was able to participate in its creation.

CHALLENGES

Create an entire product - a website, mobile and TV applications as part of a team of colleagues in the company.

The screenshot shows the SPB TV website's left sidebar. It includes a search bar with the placeholder "Поиск", a navigation menu with items like "Главная", "Каталог ТВ", "ТВ Шоу", and "Каталог VoD"; a "МОЙ SPBTV" section with social media icons for VK, Facebook, OK, and Twitter; a "ВОЙТИ" button; and a "Еще не с нами? Зарегистрироваться" link. Below this is a "ПОСЛЕДНИЕ ПРОСМОТРЕННЫЕ" section listing "2x2", "FRANCE24", "КХЛ", "DW NEWS", and "ПЕРВЫЙ КАНАЛ". At the bottom are language and support links: "Язык: Русский", "Служба поддержки", and copyright information "© 2015 SPB TV".

The screenshot shows a promotional banner for the TV show "Физрук" (Phys. Ed.). It features a large cast of characters from the show standing together. Text on the banner includes "7 апреля 20:30 ТНТ", "новый комедийный сериал", "ФИЗРУК", "4 дня осталось до премьеры", "Смотри прямо сейчас самый хитовый сериал 2015!", "Только на SPB TV", and a "СМОТРЕТЬ ТРЕЙЛЕР" button. Below the banner are three video thumbnails: "СЛАДКАЯ ЖИЗНЬ", "Смотрят в Санкт-Петербурге", and another "Первый канал" thumbnail. The "Смотрят в Санкт-Петербурге" section shows two video player cards for "France 24" and "Первый канал".

The screenshot shows the footer navigation menu for SPB TV, featuring categories: "ДЕТЯМ", "КУХНЯ", and "НОВОСТИ".

CASE STUDY 8

SPB TV

PROCESS

First of all we decided to determine business and user goals for the project. Next, we identified our TA. It was important for us to collect the maximum amount of information.

Next, we examined the competitors, what functionality they have, what we don't have. Our team from different departments collected information on the functionality that we needed to have in our product. We also collected information from user reviews in our applications to understand what difficulties our users face.

After we received all the possible information, we were able to understand who our target audience really is. After that, we started creating user persona. For each person, we identified the tasks-problems-solutions that he faces. We used the personas further in our journey map. At this stage, we tried to identify errors in the logic, prioritize and improve our solutions.



	Иван Долгов 30 лет менеджер по продажам в автосалоне Хорошо разбирается в компьютерах и интернет-сайтах. Любит хоккей. Играет и любит смотреть отечественные матчи по хоккею. Есть дочка 9 лет, которая любит мультифильмы про единиц-луха. Доход выше среднего. Часто ездит в командировки. Хочет найти удобный способ просмотра ТВ спортивной тематики, а также просмотр детских передач и мультиков для дочери.
	Мария Мартынова 24 года студент Разбирается в интернет технологиях на начальном уровне. Социально активный пользователь. Любит социальные сети и сообщества о моде. Учится на актрису. Любит телеканалы о моде и мастерклассы стилистов. Работает в салоне красоты. Доход средний. Часто нет времени посмотреть интересные телепрограммы о моде, которые идут во время учебы или работы.
	Олег Носов 26 года логист Холост. Доход выше среднего. Хорошо разбирается в интернете. Постоянно выезжает за пределы города и страны. Нравится быть в курсе последних событий в стране и мире. Предпочитает новостные каналы и о бизнесе. Любит путешествовать. Давно ищет удобный сервис, который позволит оставаться в курсе событий родной страны и мира.
	Ольга Галыгина 28 года бизнес, декрет Мать 3 детей, от 4 до 11 лет. Очень любит кулинарию и рукоделие. Доход семьи выше среднего. Хорошо разбирается в компьютерах. Часто с детьми дома. Столкнулась с проблемой хорошего сервиса для просмотра мультифильмов и тв для детей и записей телепередач о готовке для себя. Хотела бы найти решения 2 в 1.
	Задачи Смотреть все про хоккей что есть Проблемы Поделиться просмотренным в соцсетях/почте как? записать интересные передачи для просмотра в дороге как сделать? купить интересную тематическую подборку как платить как посмотреть весь ассортимент