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8fit

03.2016 – Present

Design lead

At 8fit I provided an end-to-end design, from early product ideation all the way to production and further iteration.

I worked within the product, media, customer support and data teams, and was a part of a full development cycle. My day-to-day tasks included **usability reviews**, **user research**, **competitive analysis**, data and CS feedback analysis, team discussions, challenge definition, **UX design**, **prototyping**, **usability testing** and iteration based on our findings.

Goal

Creating an engaging and easy to use interface that helps people reach their fitness goal incrementally.

Specific challenges

Setting up a design process, building a design system, user personas, brand development.

Wimdu

05.2014 – 03.2016

Design lead, product designer

As a product designer at Wimdu, I worked on a UX backed up by **user research** and **usability testing**. As a part of Wimdu's product team, I took care of both product and user needs with a clear goal in mind — to deliver consistent, functional and user-friendly experience across all platforms.

Goal

Creating from scratch an iOS app for booking short-term accommodation.

Specific challenges

Improving workflow, consistency in design and communication, setting up usability testing framework, accommodating for the web platform dependencies.

Waymate

09.2012 – 04.2014

Product designer

At Waymate (now Ally) our design team worked on creating **wireframes**, **prototypes** and **user interface** for both **desktop** and **mobile** devices. On its launch day, without any marketing effort, Waymate's iOS app was downloaded over 7K times and was featured as new and noteworthy on the App Store.

Goal

Back in the days, when people were still booking vacations via travel agencies we set on to create a multi-modal transport platform that simplifies traveling.

Specific challenges

Finding a structured approach to an information dense interface.

More

08.2007 – 09.2012

My experience dates back to 2007, when I was able to build and develop such skills like **video production**, **animation** and **front end** (back when semantic **HMTL/CSS** was trendy). Check out a full list on **LinkedIn**, if you feel like it.