

ALEXEY MIKHAILOV 2020 USER INTERFACE AND  
USER EXPERIENCE DESIGN PORTFOLIO



AS A DESIGNER AND PRODUCT OWNER, I UNDERSTAND THAT THE PERFECT USER INTERFACE SHOULD LOOK GOOD AND WORK EVEN BETTER. ALONGSIDE MY CLIENTS, I UNCOVER PROBLEMS AND SOLVE THEM. IN SHORT, I CREATE BOLDER ONLINE EXPERIENCES.

ALEX.MIKHAILOV@YAHOO.COM

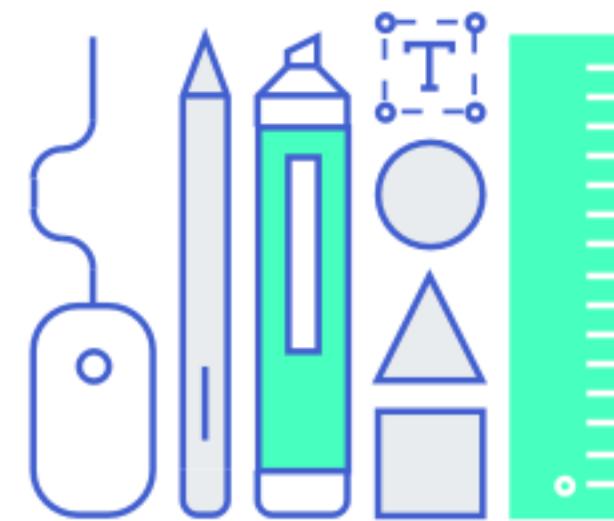
I AM  
USER INTERFACE  
AND USER EXPERIENCE  
DESIGNER, ILLUSTRATOR  
PROFESSIONAL SCRUM  
PRODUCT OWNER.

Broad experience as a Product Owner gives me the ability to make UX with a more comprehensive understanding of business goals. Furthermore, it gives me the capability speak the same language with a business team.

# Understanding user workflow, needs and pain points

**All projects start with questions.** The way we approach them determines what the answers will be: correct or not.

Building a process using SCRUM, Agile, Lean, User-centered design, User-testing, and Atomic Design helps you to solve the problem the right way and answer the question correctly. I am well-versed in all these areas and apply my knowledge to my work.



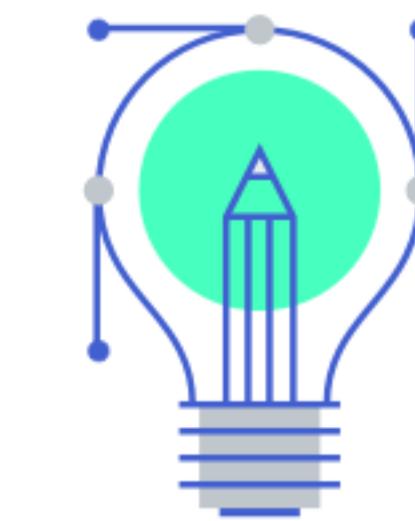
Professional SCRUM Product Owner

As a Product Owner, I make interfaces which are easy to use and able to solve business issues.



User Centered Design

Focusing on user needs and pain points I create interfaces involving users on the very first stages of the design process.



UX Review

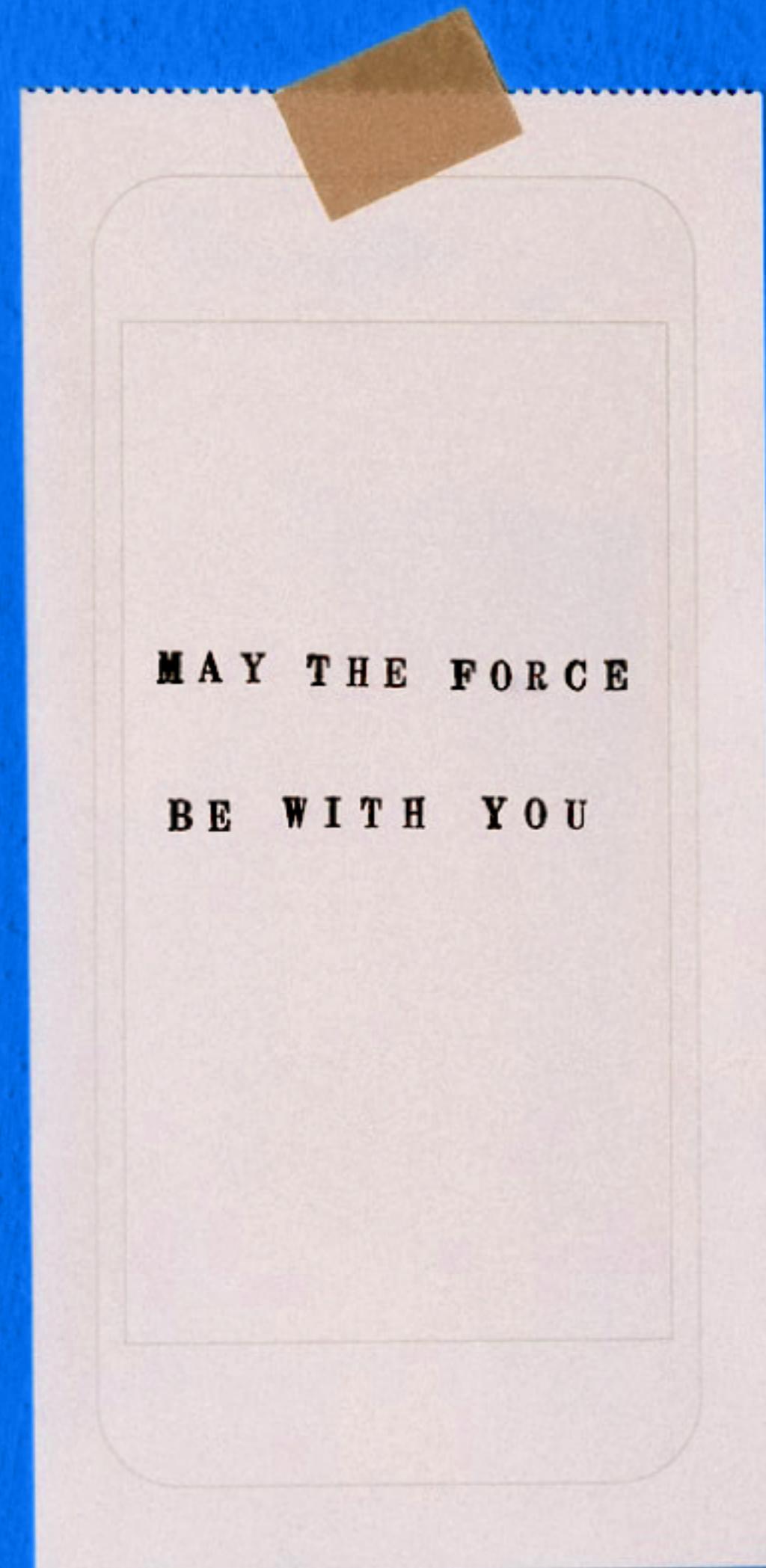
As a UX expert, I make a site or an app review with the analysis of design aiming to identify usability problems and strengths.

**10 YEARS  
IN DESIGN**

**MORE THAN  
500 SCREENS  
CAREFULLY DESIGNED**

Strong design skills give me the ability to make UX design in view of colour theory, typography, and user aesthetic perception.

IT is a  
collaboration  
and only together  
we can make a  
successful  
product that  
the whole team  
will be proud of.



I use a modern workflow that is familiar and convenient for both Developers and Product Managers, and Stakeholders. It is based on the experience of working with different teams and includes applications such as **Figma**, **Sketch**, **Adobe Suite**, **Principle**, **iPad Procreate**.

I use **Zeplin** and **GitHub** to deliver designs to developers. Also, I have a lot of experience working with **Jira**, **Trello**, and so on.

# B2B project means working not only with app users, but also with project stakeholders

As a Product Owner and UX designer, I understand that a b2b product must meet the requirements of both users and stakeholders. Working with stakeholders, explaining design best-practices and usability testing results is also an important work process, as it helps to achieve the best results for the application.

The presentation of the created design to stakeholders and managers is also one of the important sides of the project. Using efficient tools for this purpose helps to present the application on a deeper level, using visual prototyping, animations, and so on.

## PRECEDENTS AND THEIR INTERPRETATION



To explain my work, I like to rely on well-known cases of other companies, successful or not, such as the Walmart case and others.

MORE THAN 20 COMPANIES  
ALL OVER THE WORLD USE  
APPS THAT I'VE DESIGNED,  
INCLUDING:



**SONY**

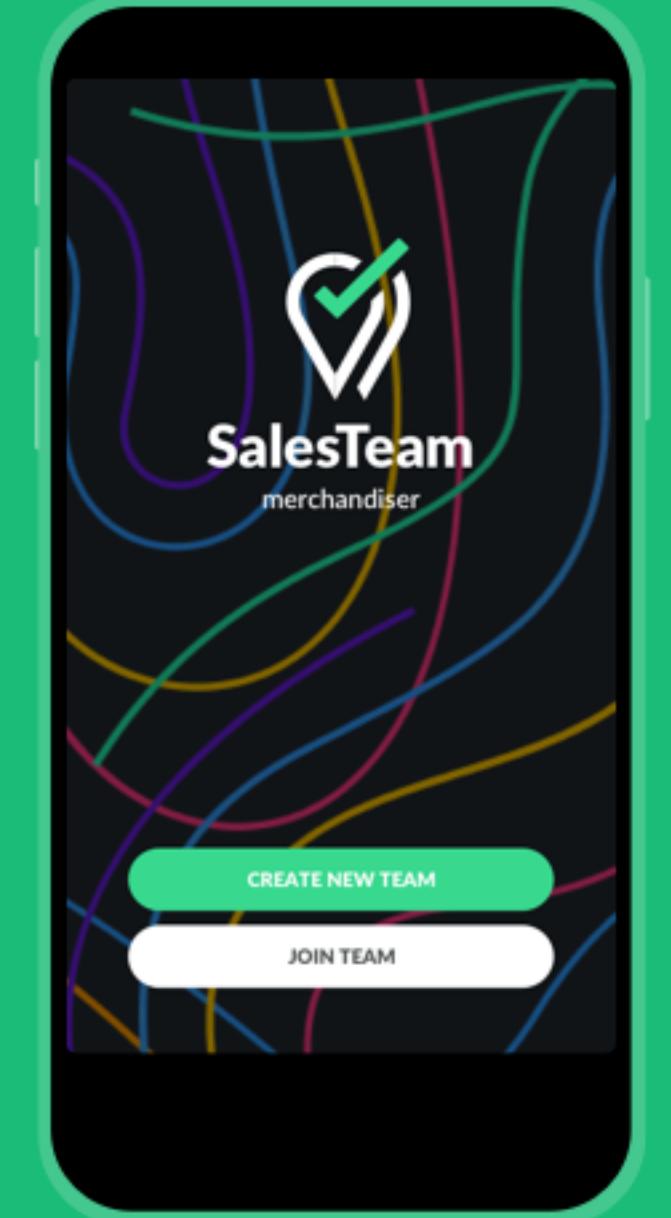
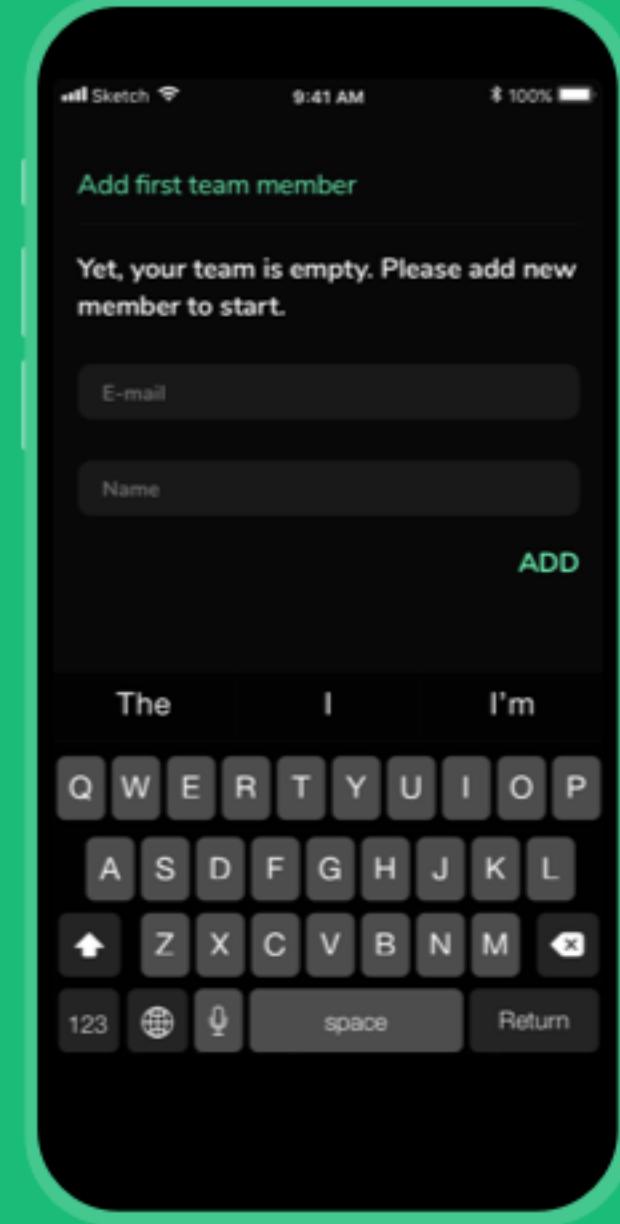
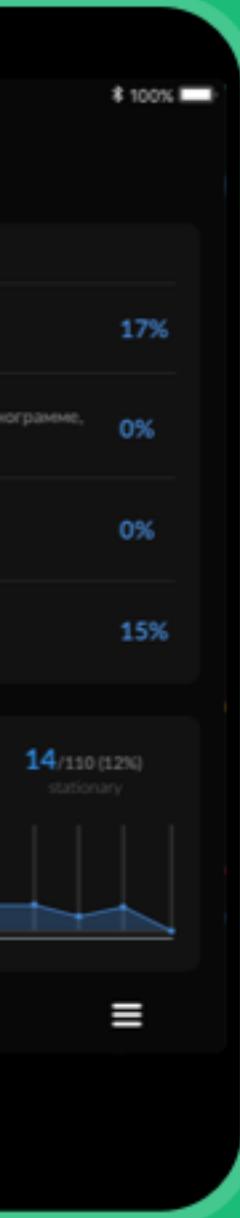


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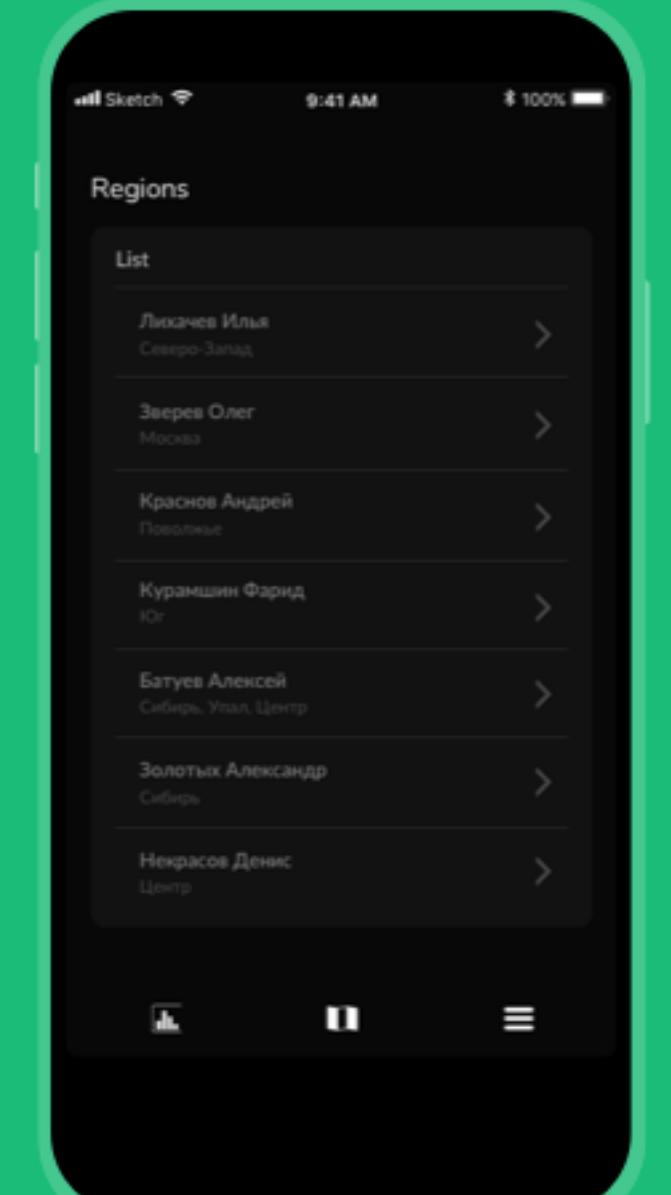
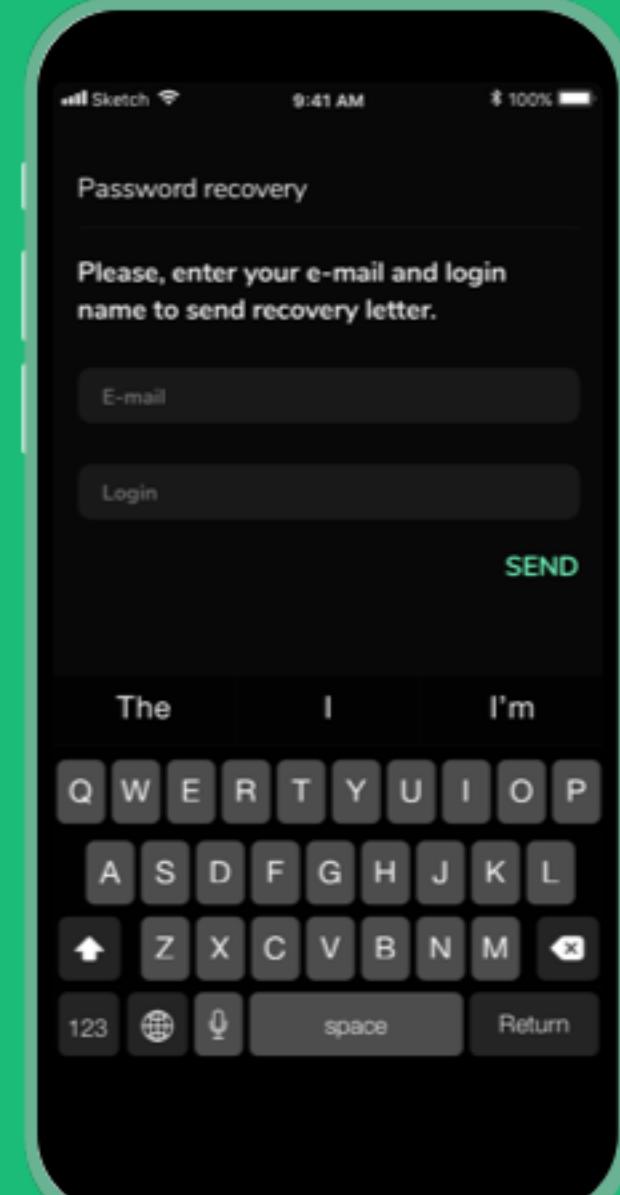
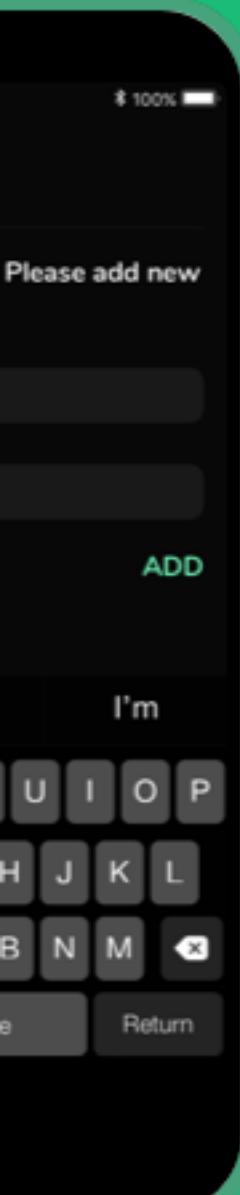
Alexey Mikhairov

A handwritten signature in black ink, featuring the first name "Alexey" on the left and the last name "Mikhairov" on the right, both written in a fluid cursive script.



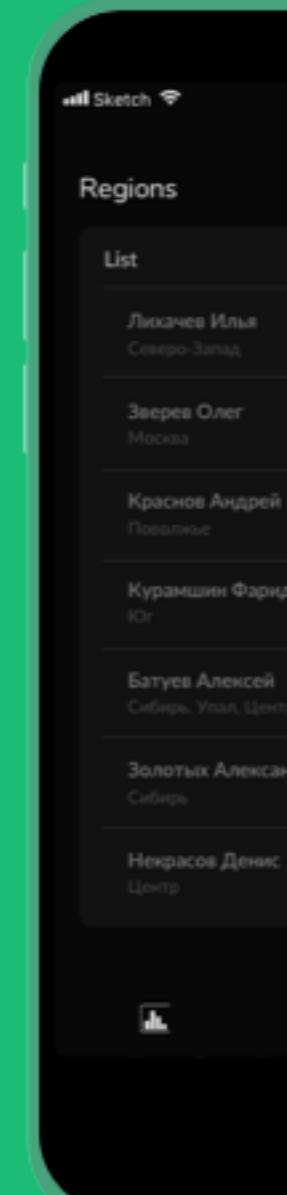
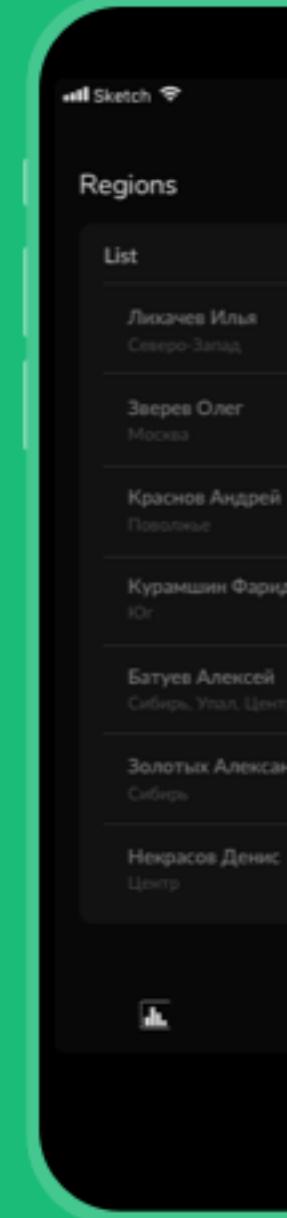
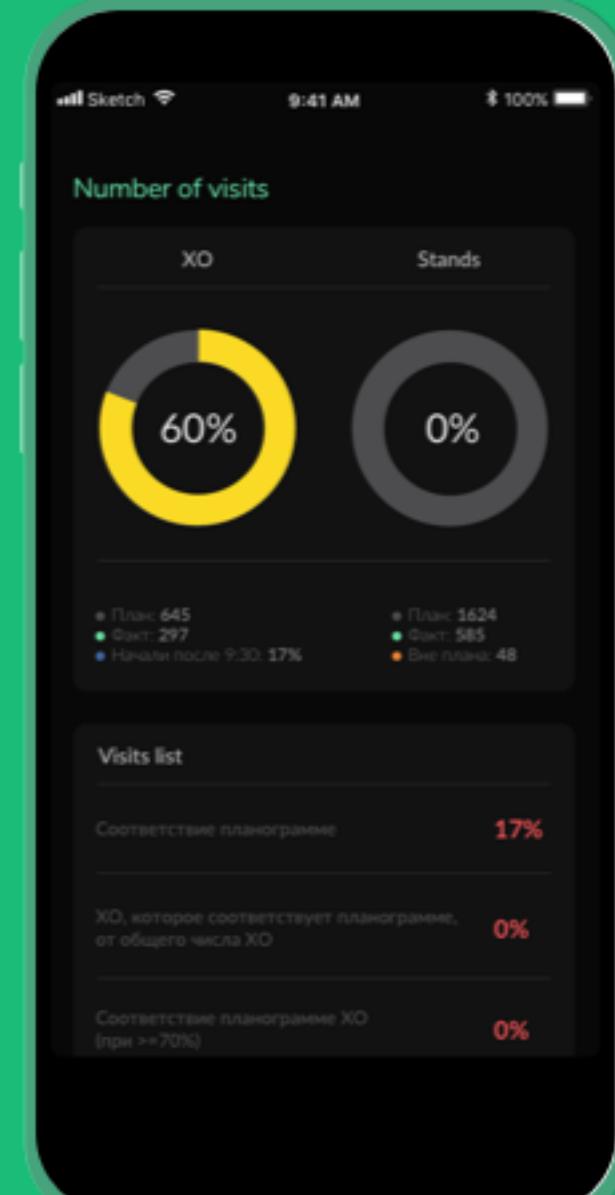
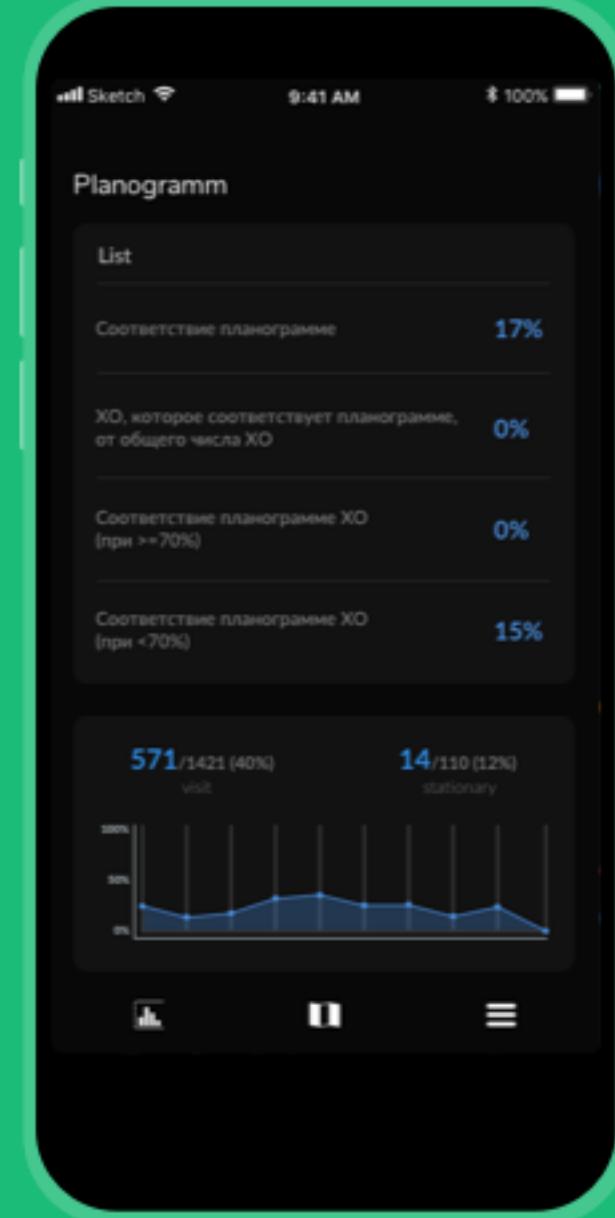
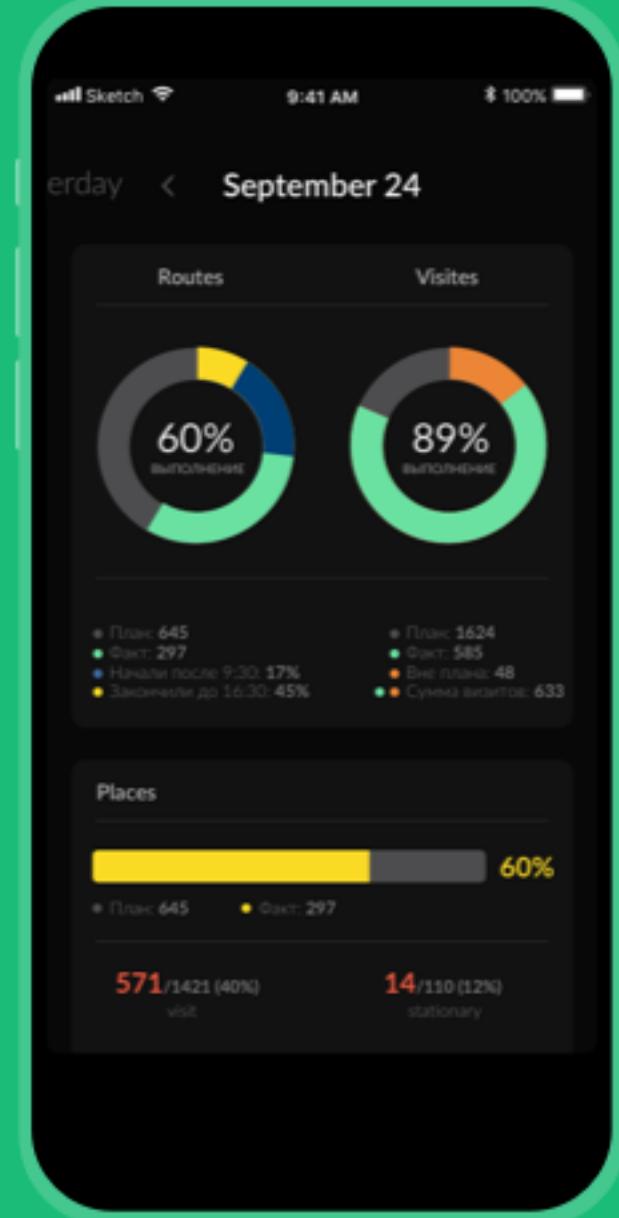
## UNDERSTANDING OF THE USER PROBLEM

The first steps for the company were to understand the user and stakeholder needs. Fortunately, we had direct access to the working teams of merchandisers and their team leaders, so we could conduct direct user testing, surveys, CustDev, and identify problems at an early stage.



# SalesTeam

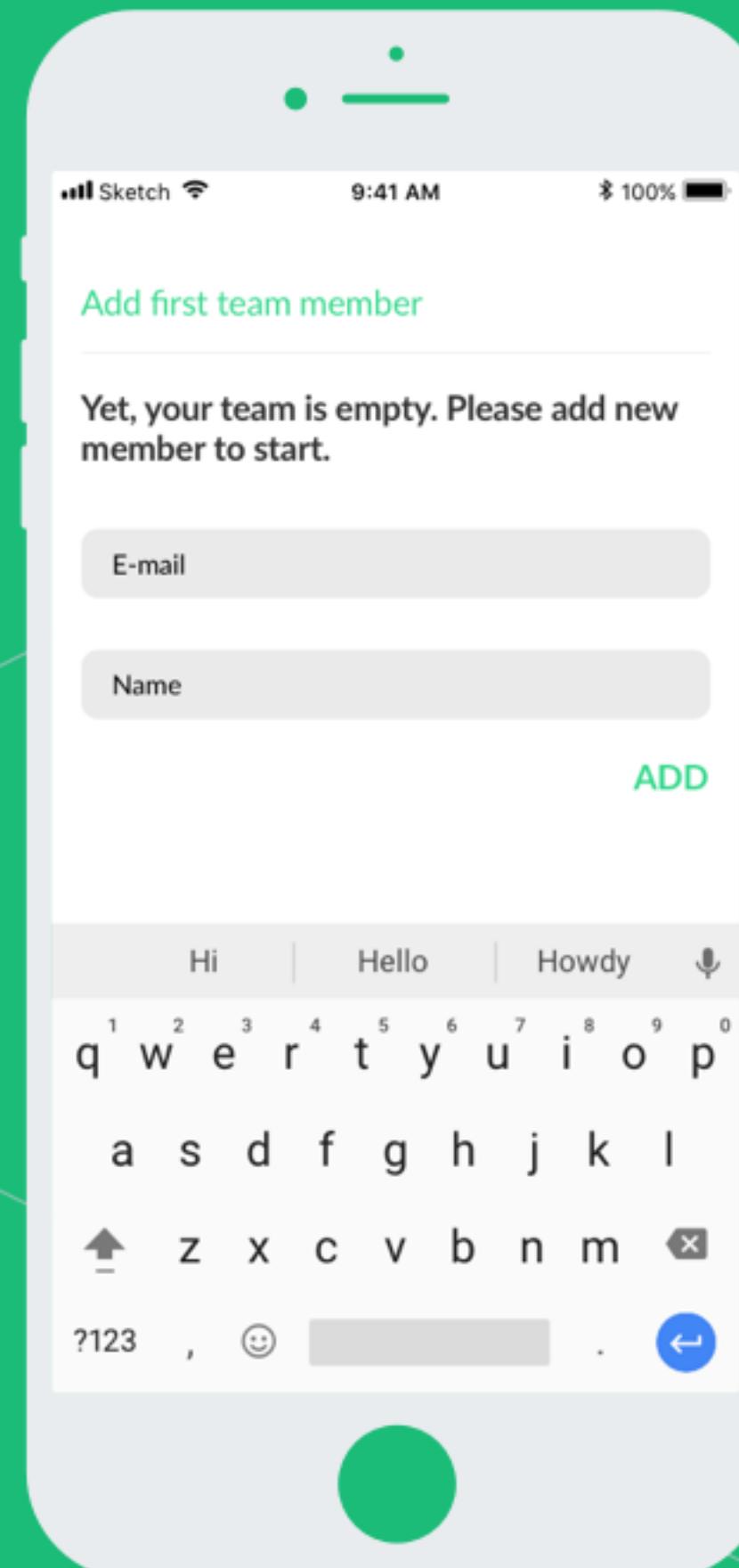
Sales Team is a set of three applications, several admin sites, and dashboards for showing statistics, which were made by the company MST Lab24. I have been working on the project as a leading UX / UI designer from the very beginning of the project to its growth stage.

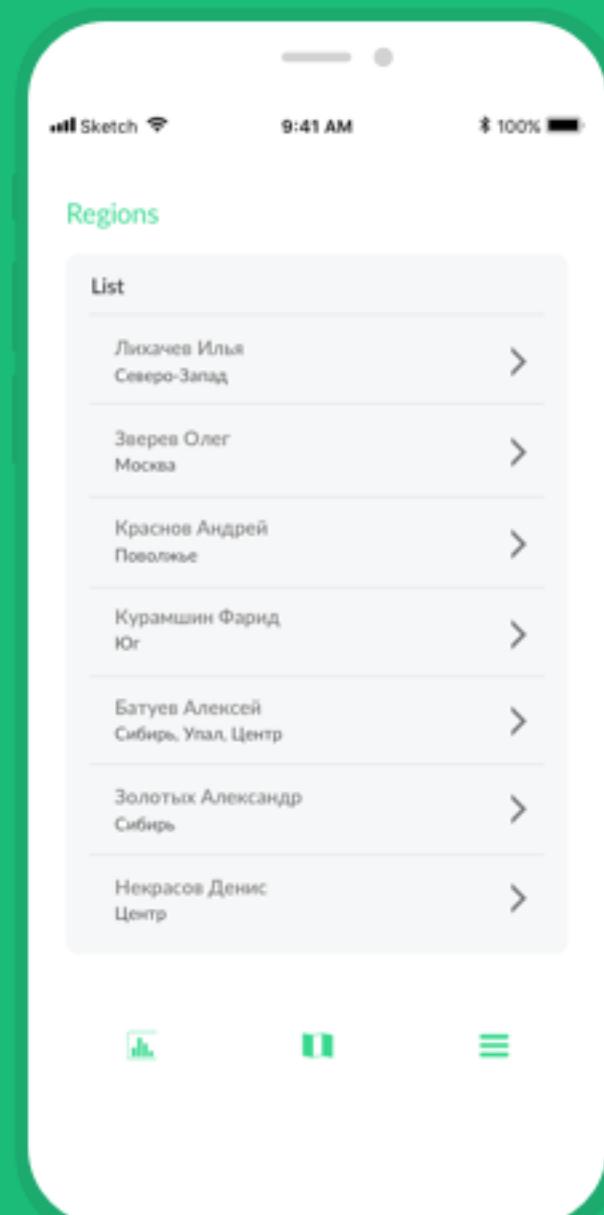
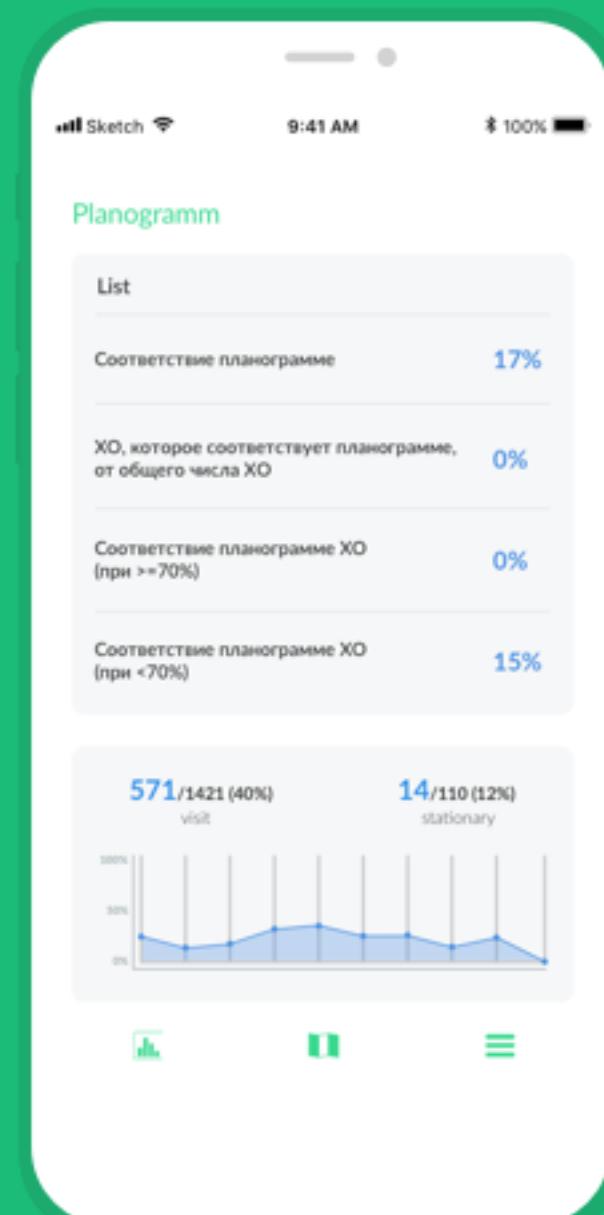
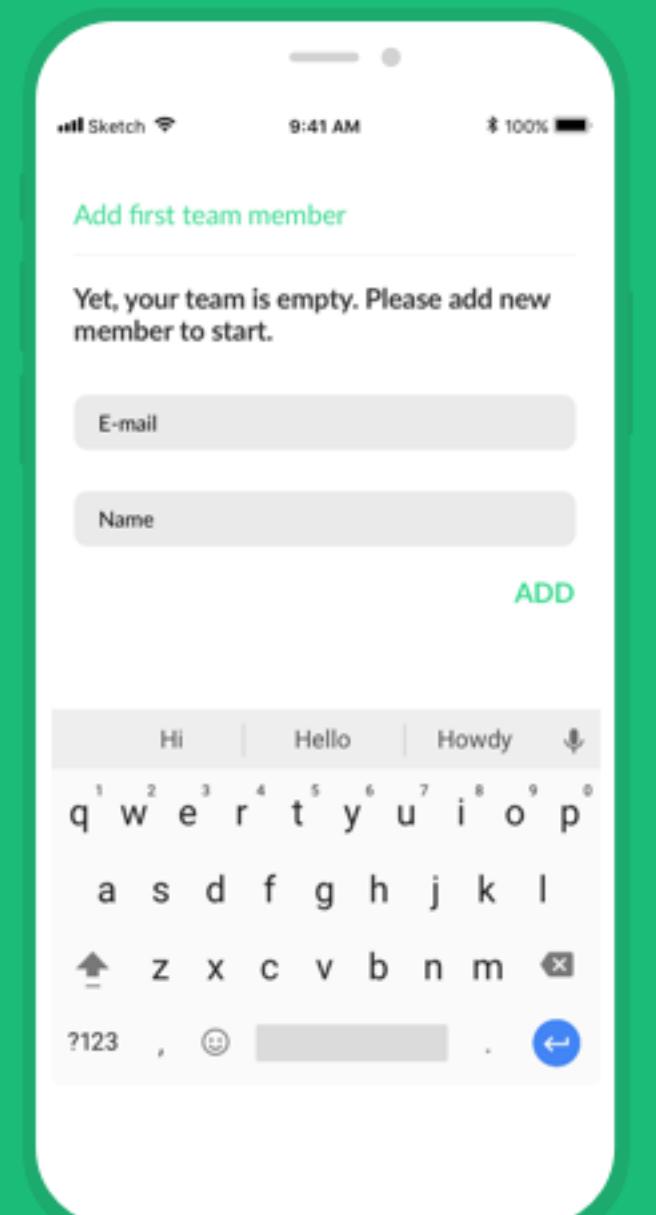
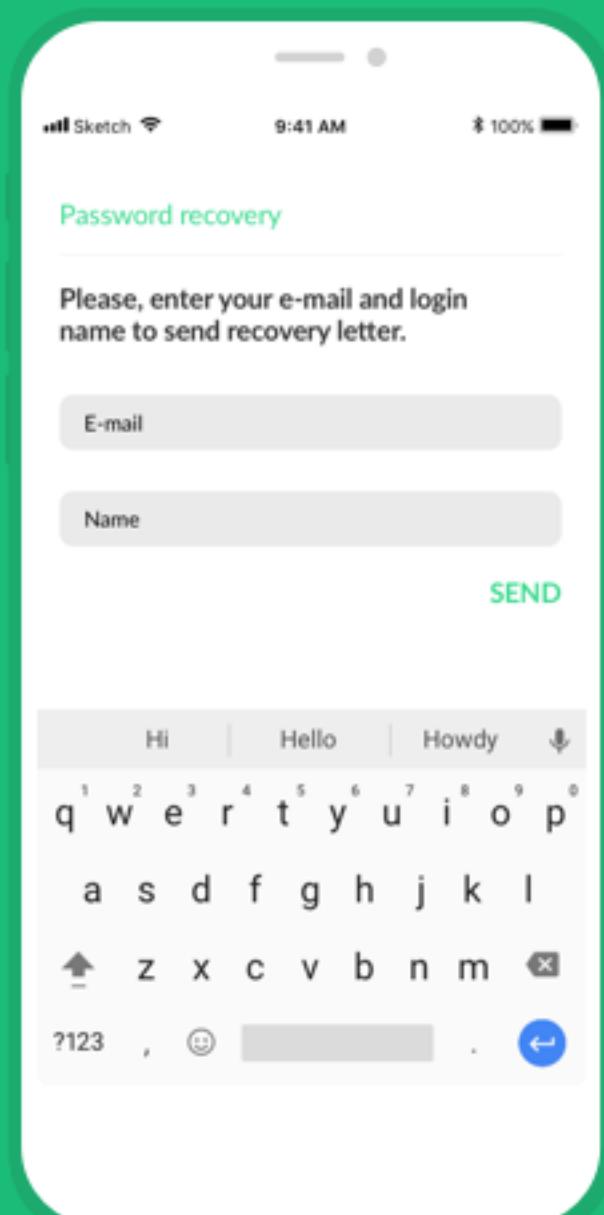
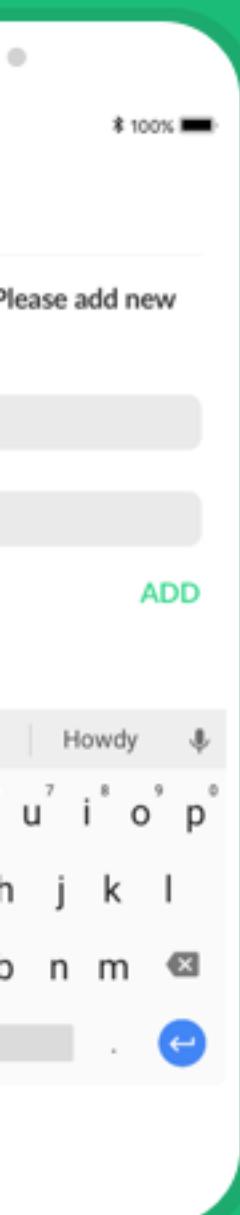
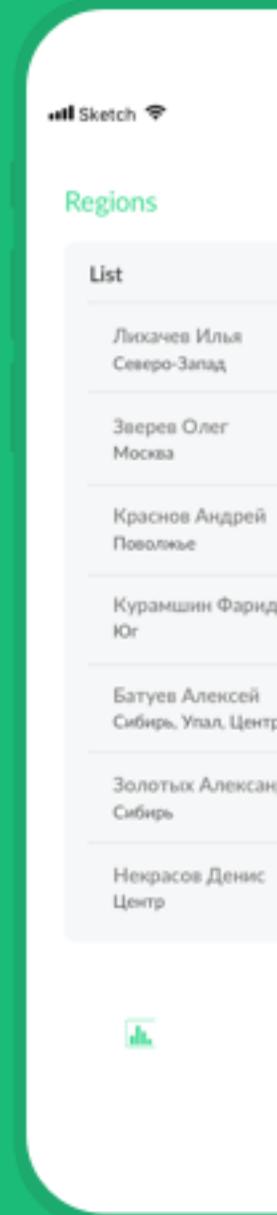
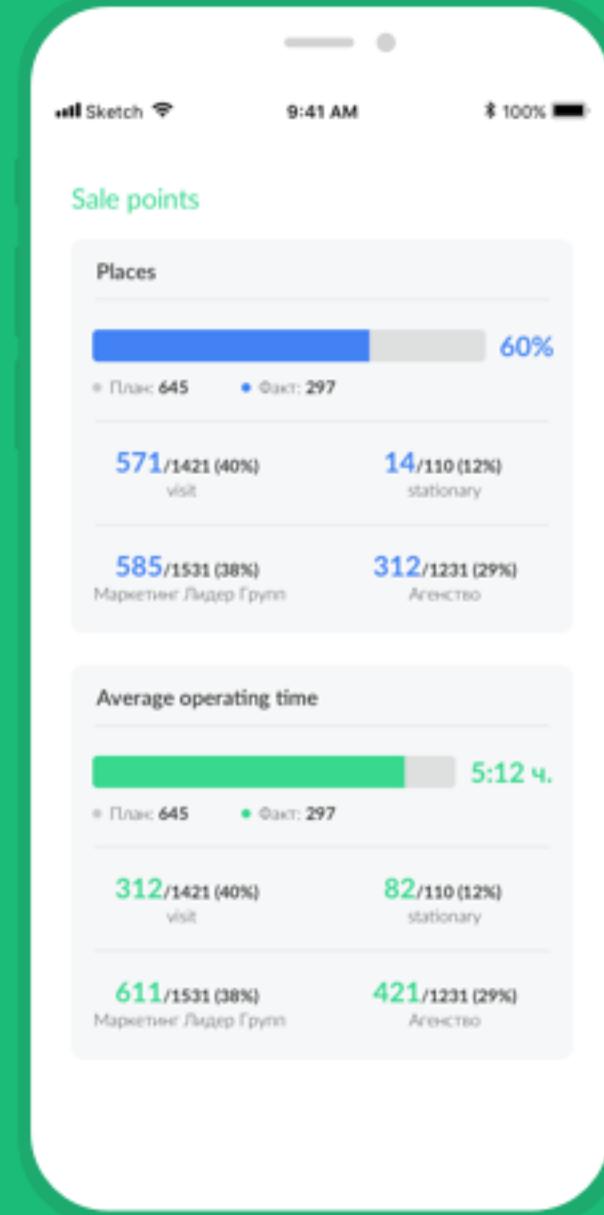
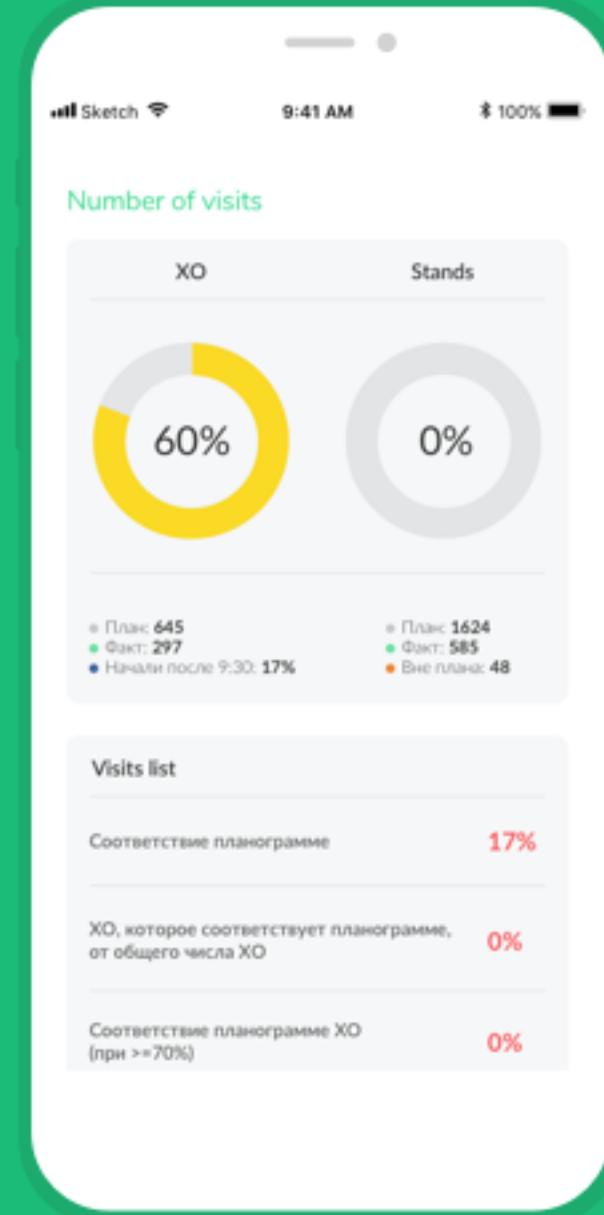
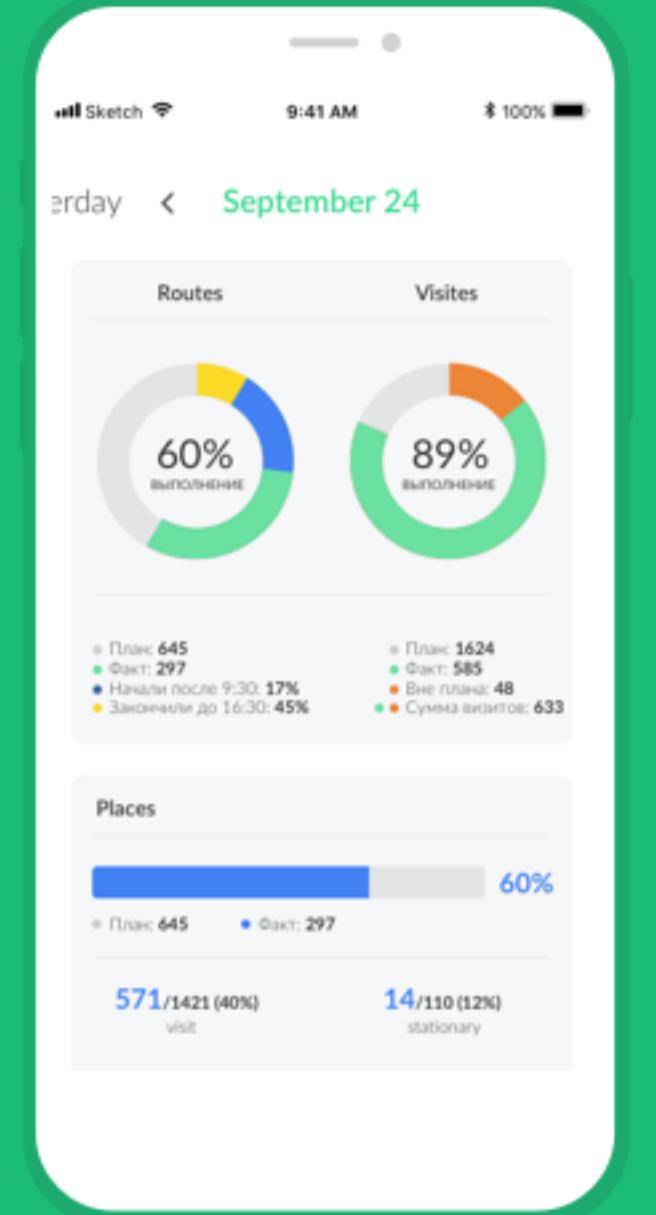
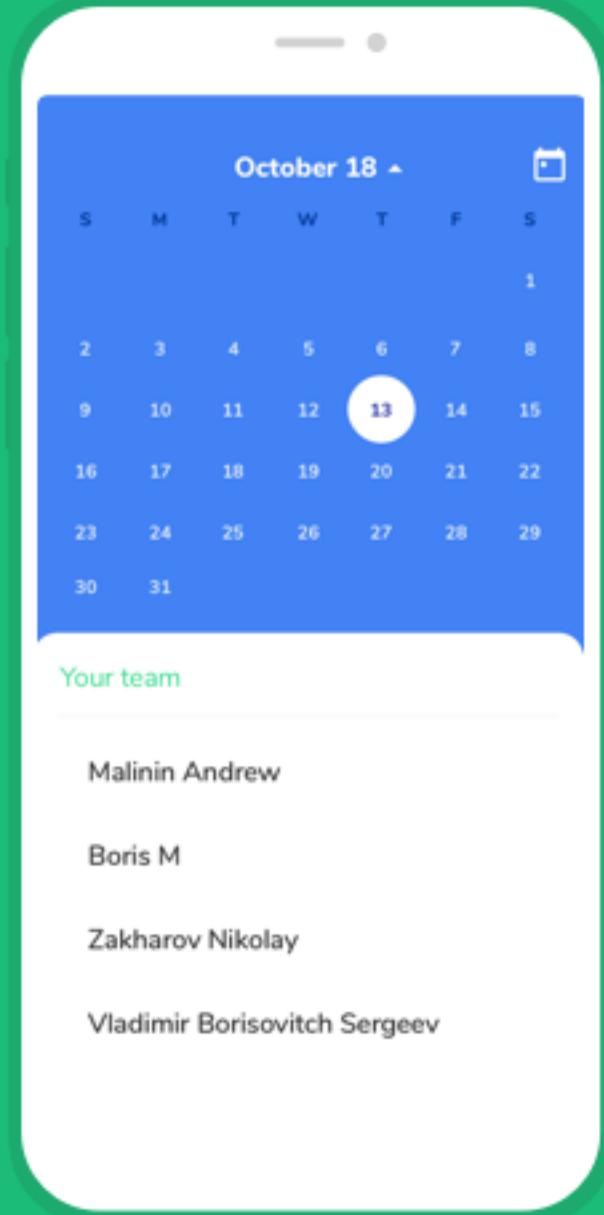
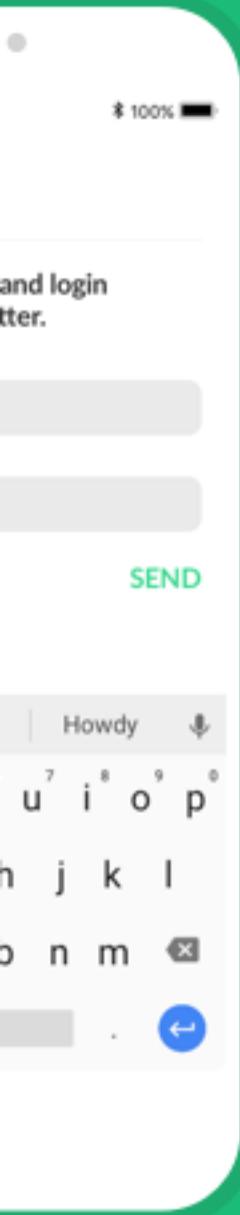


## DESIGNING A SYSTEM

Starting working with a product that combines several applications, admin sites, dashboards, and so on, I understood that we needed to build a design system. We were based on the theory of **Atomic Design** and the best practices of the **Design Language System** used in **Airbnb**.

For example, we took all the forms that to be used for entering information on our site and made a single style for them, like on this screen, a form to add a new team member.



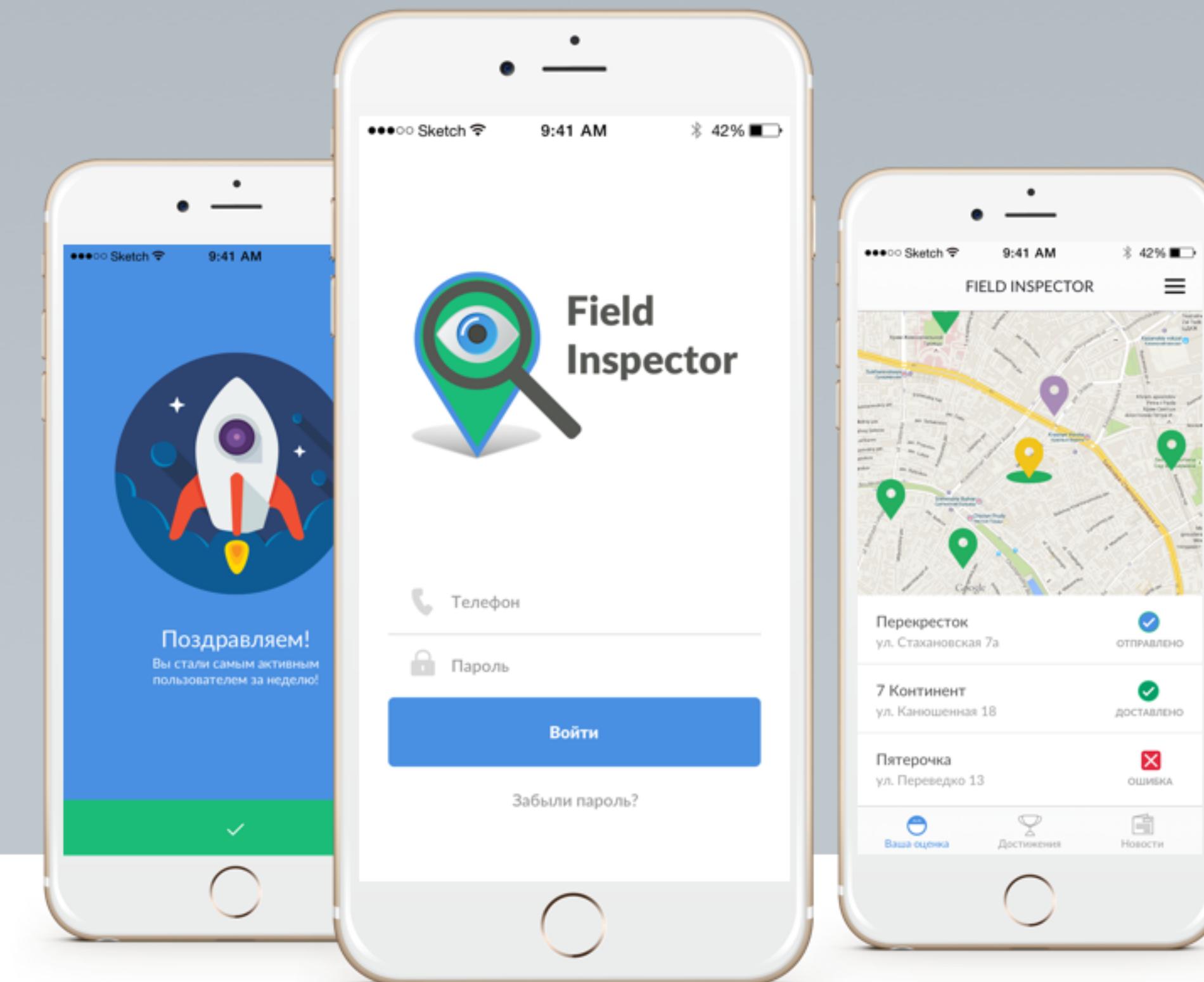


## SalesTeam merchandiser

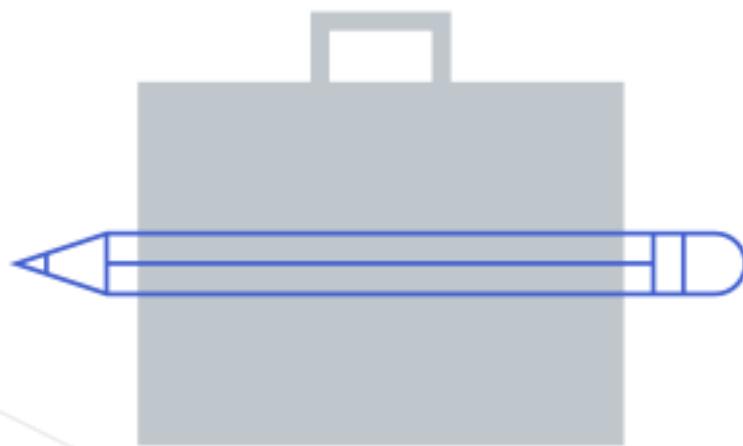
An interesting task was to solve the problem in which the daily statistics for the team leader located in Moscow should take into account that the day is already over in one region, but is still going on in another region. Thus, the daily summary statistics across the country could be adjusted throughout the day and even the next day.

# User-centered design approach

This project is a good example of the approach I usually use to create a UX for a new app. There are several key steps to be taken in order for the app to solve the user's issues.



## PRODUCT GOALS & UX DESIGN METHODS



This application, as part of the MST Lab24 B2B project, was also focused exclusively on working with Consumers. The difficulty was that we had to take into account the interests of the company as the customer, and the needs of ordinary users. We applied several approaches that helped to solve this problem:

- **Personas**

We were able to explain pain points by creating user descriptions and protect their interests in front of stakeholders.

- **Filed study**

While studying how customers work "on a filed", we recorded a video and thus were able to explain the changes in UX to the stakeholders.

- **Emotional journey**

We wanted to make an app pleasant and fun to use.

- **Clickable prototype**

Creating a prototype at an early stage helped us to quickly deliver our ideas to stakeholders and customers.

- **CustDev**

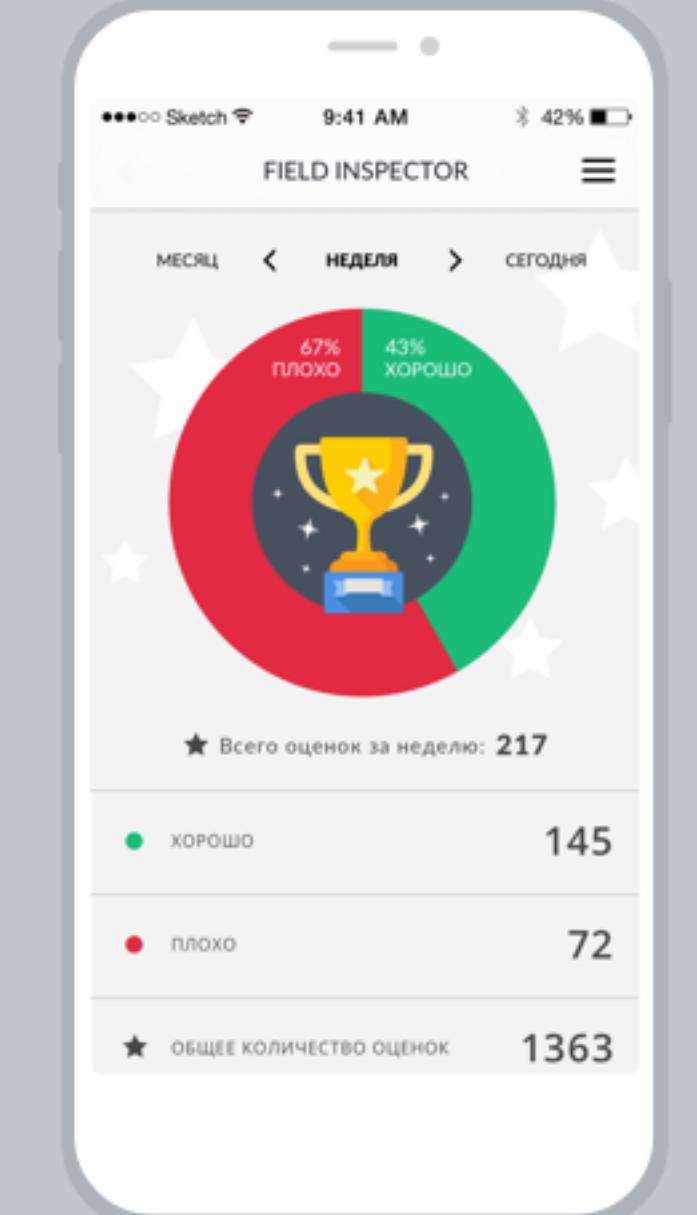
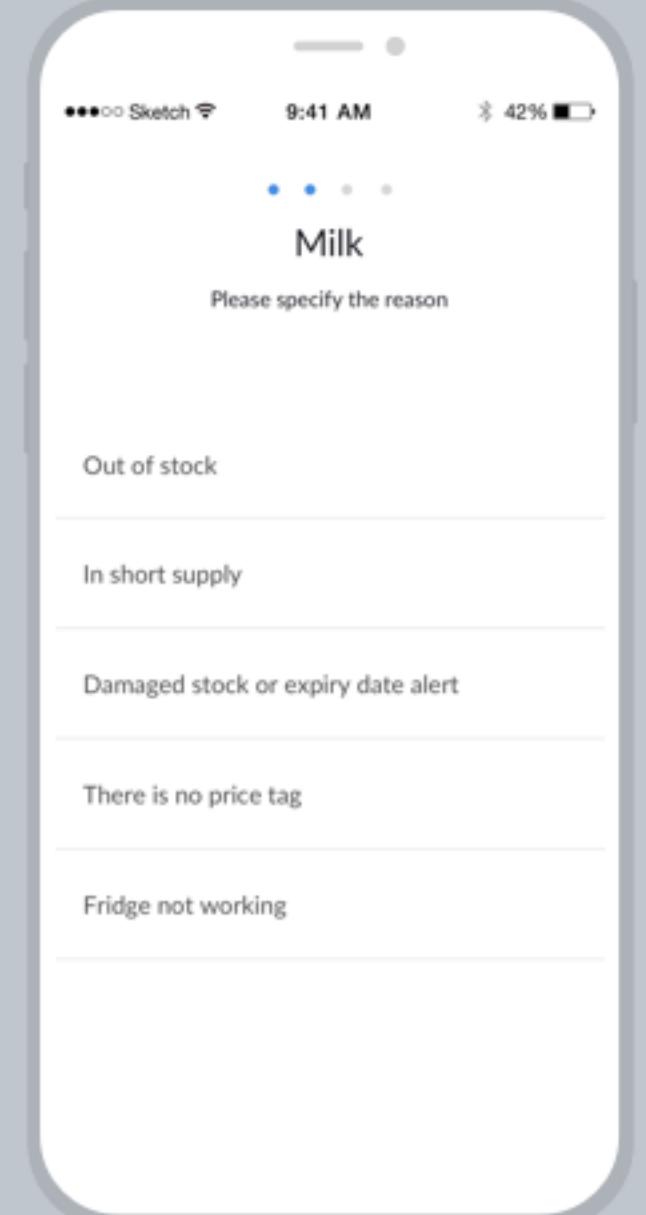
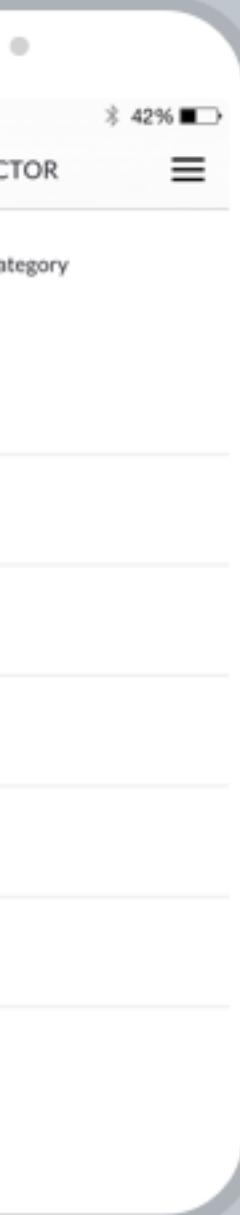
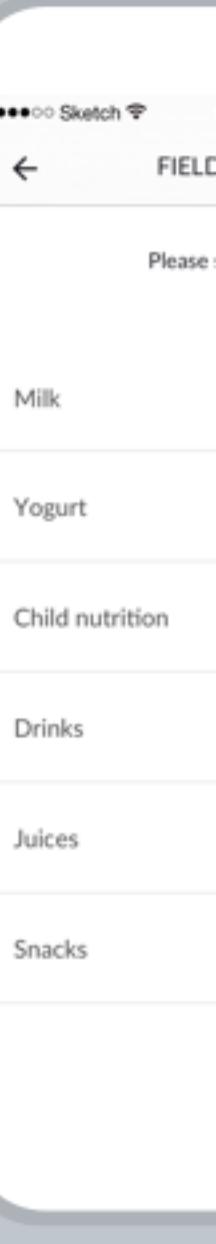
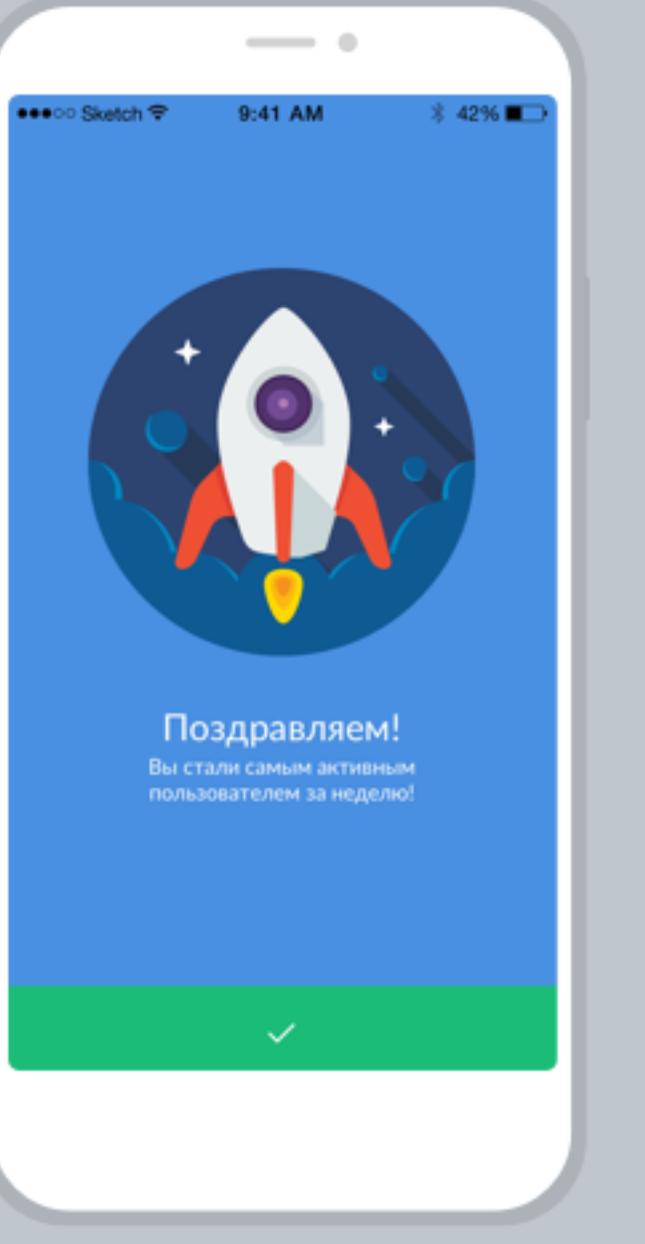
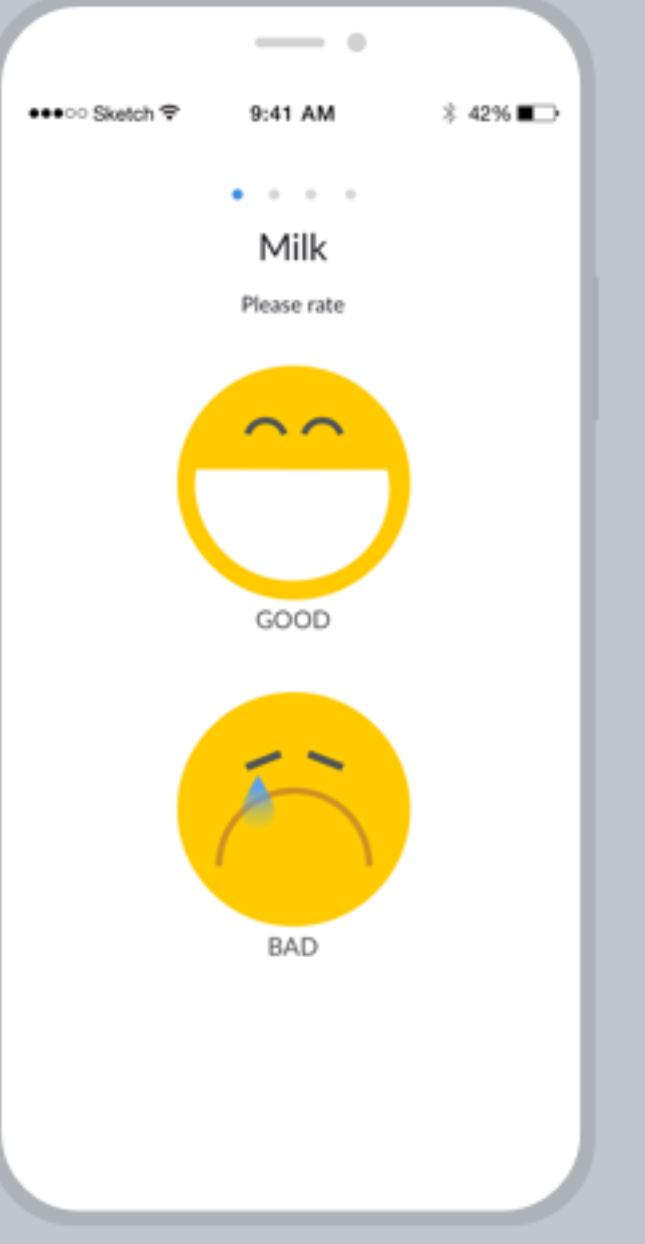
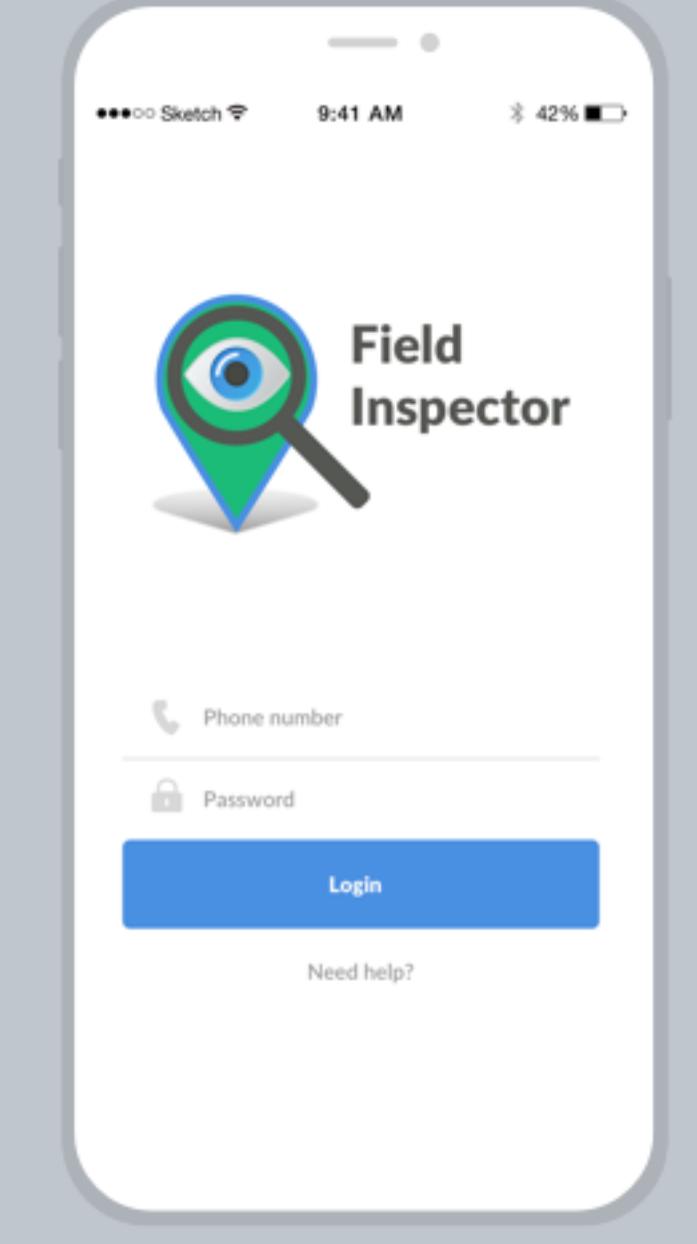
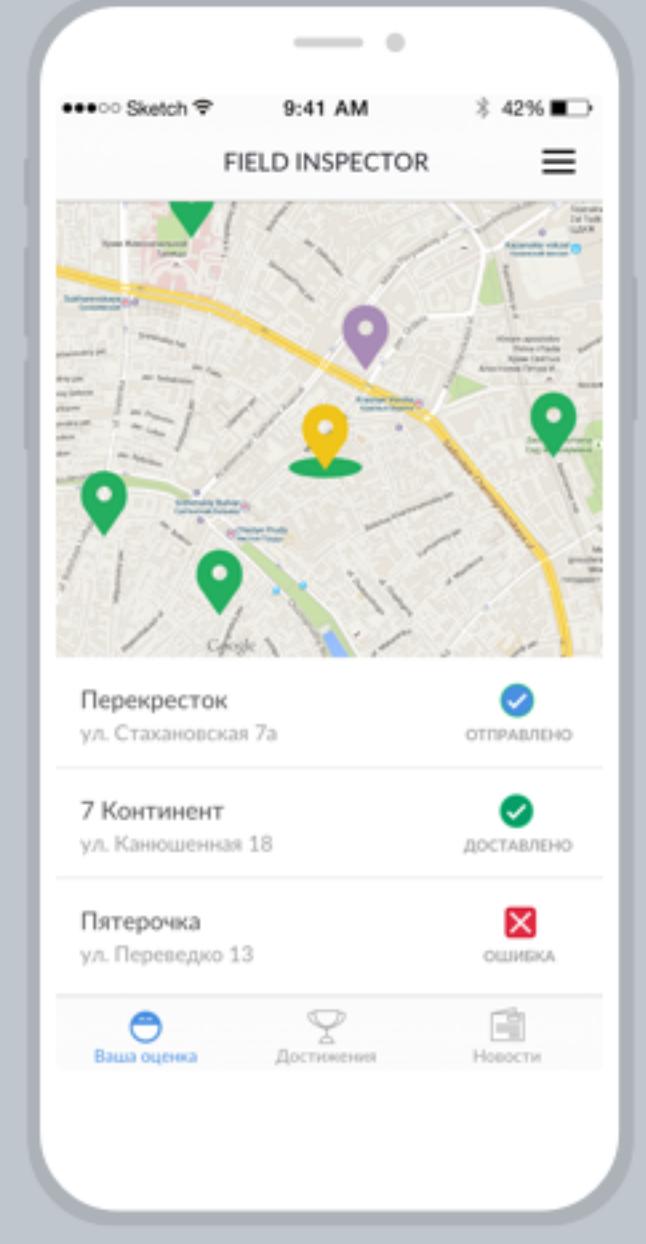
By conducting interviews and studying the problems of stakeholders and end customers, we could solve them without doing the work in vain.

- **User-testing**

Due to testing the app at each iteration we kept getting closer to the perfect result.

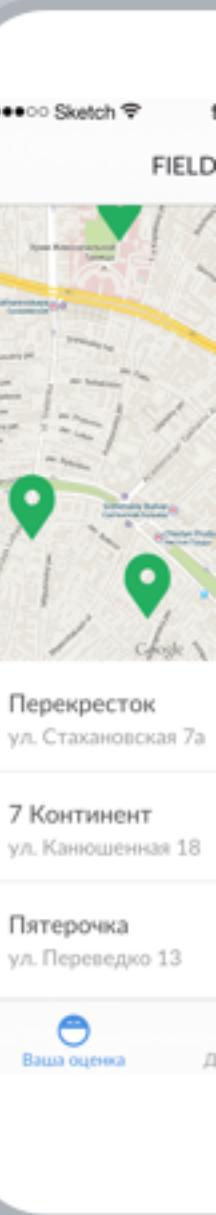
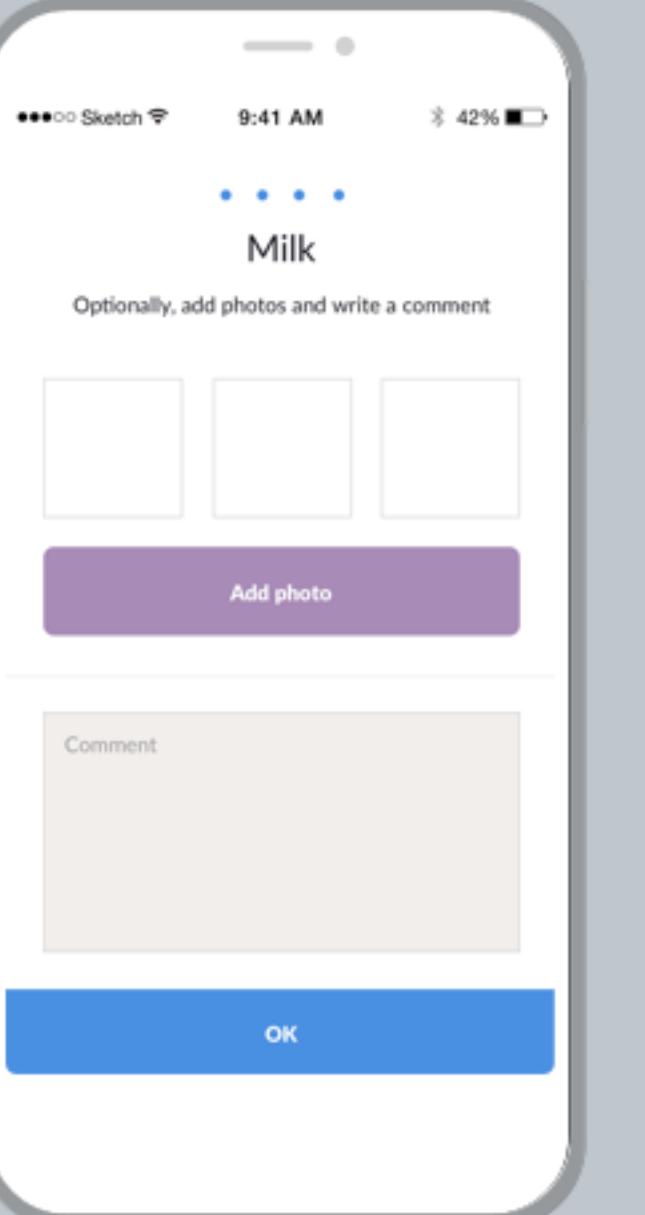
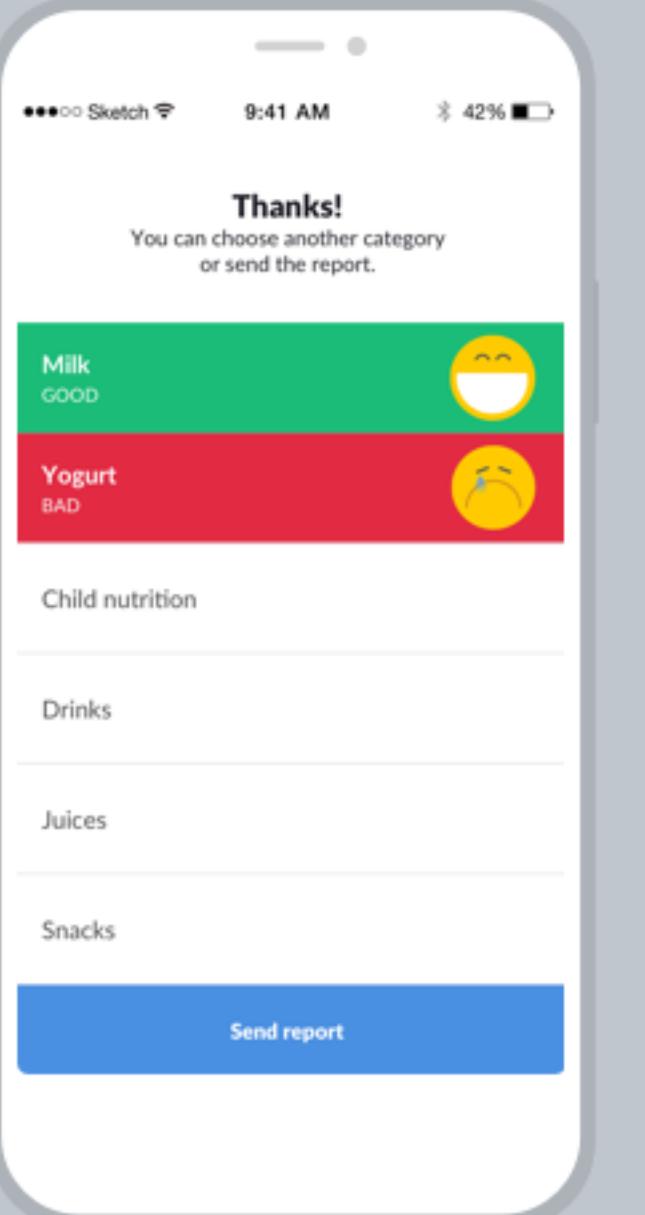
- **Heuristic evaluation**

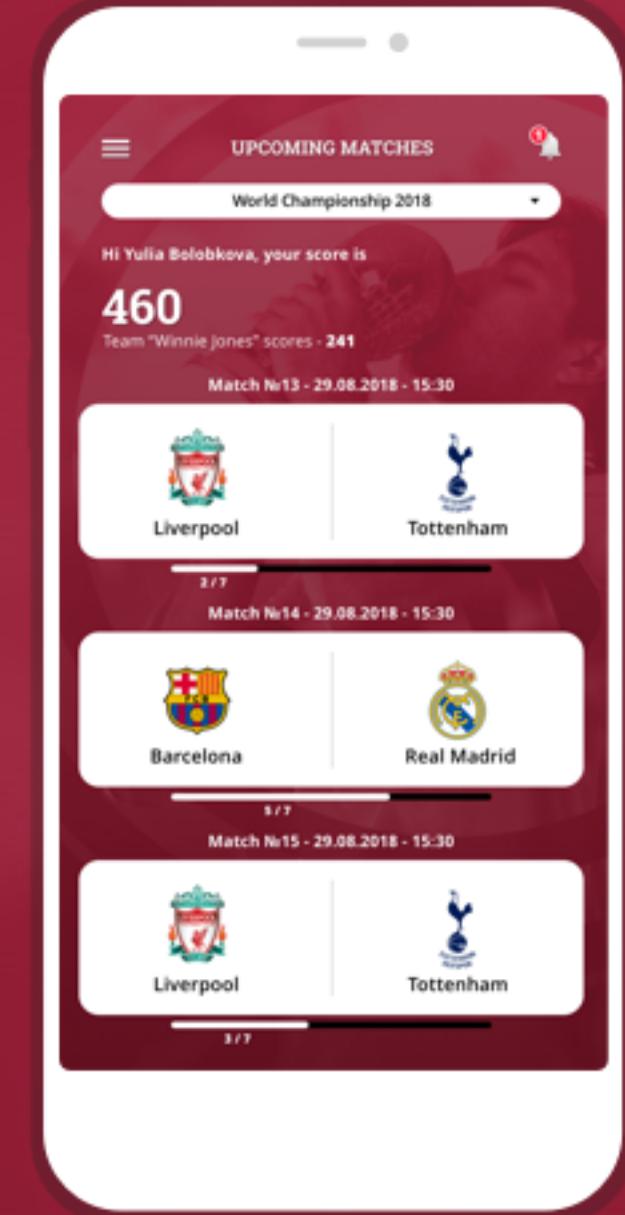
At the final stage, we run cycles of this technique to improve the interface.



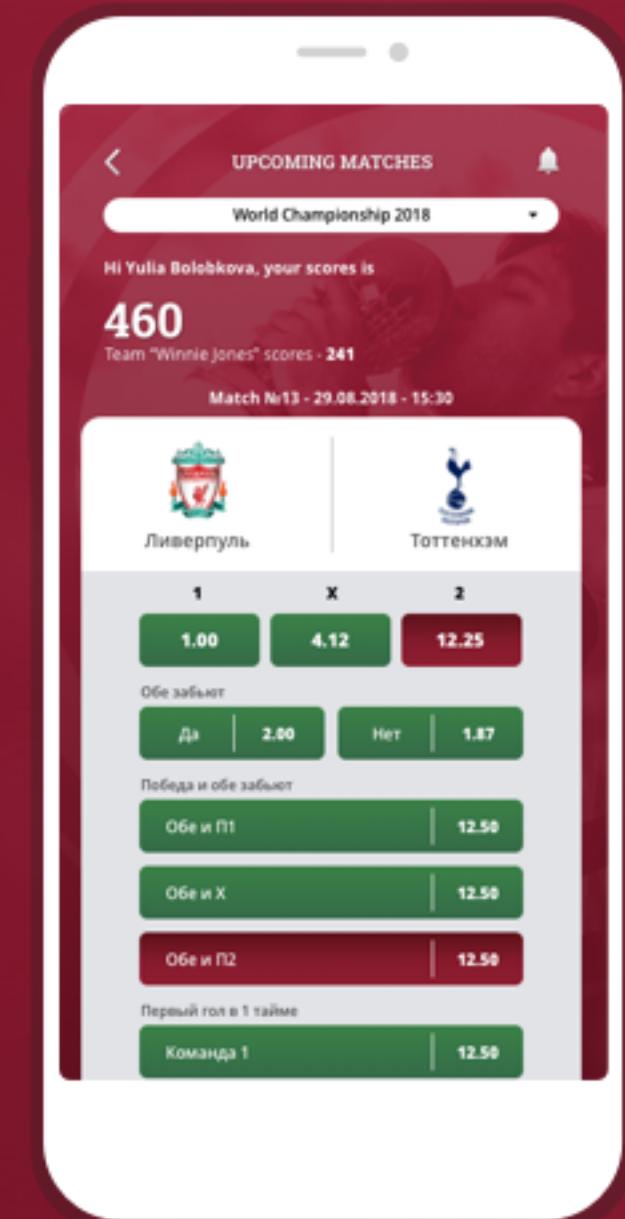
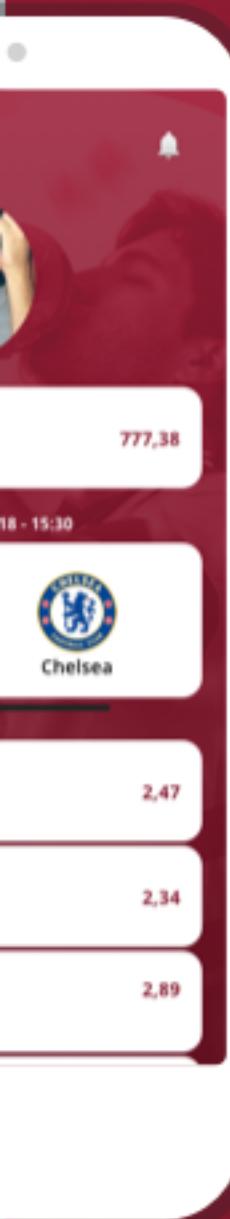
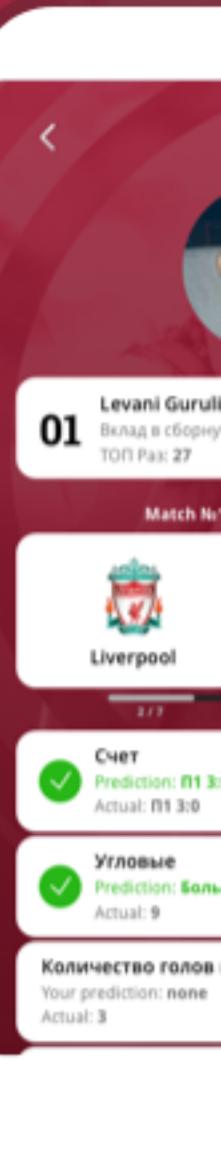
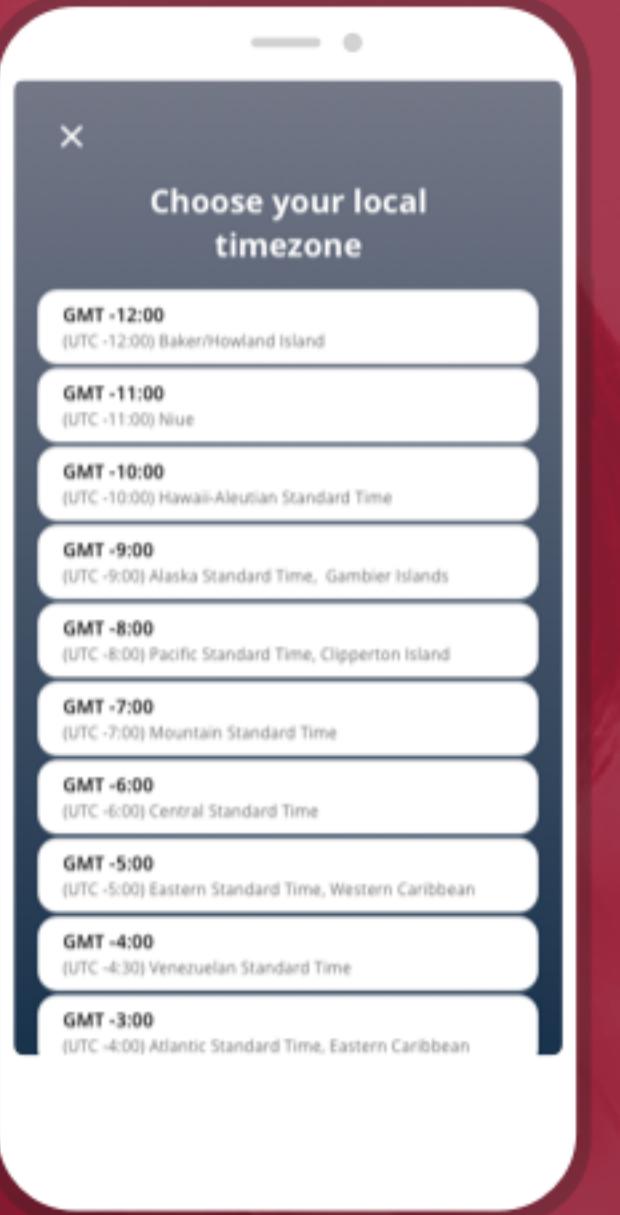
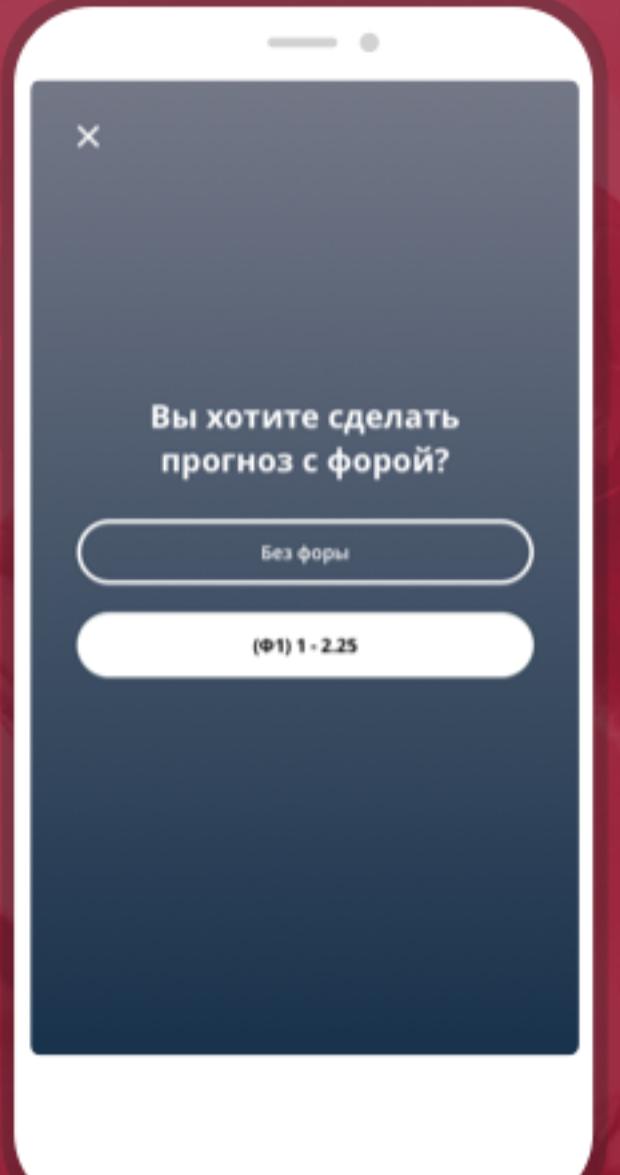
# Field Inspector

This project is part of the MST Lab24 Saas was made as a b2c app. We focused on CustDev and started performing user testing at the earliest stage. We had to perform a pivot because we were not immediately able to find user pain points. With the overall fairly simple functionality, it was important for us to make the application so that it would require no learning.



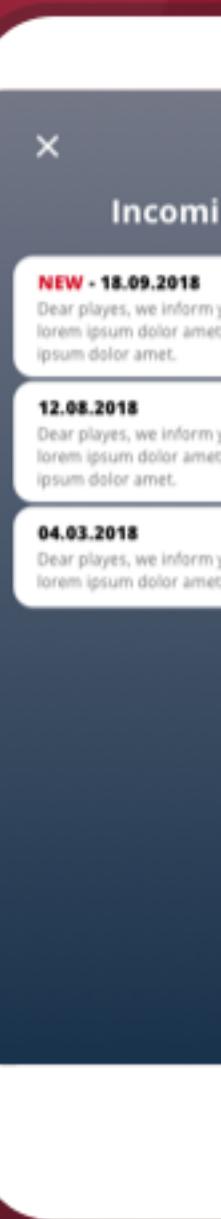
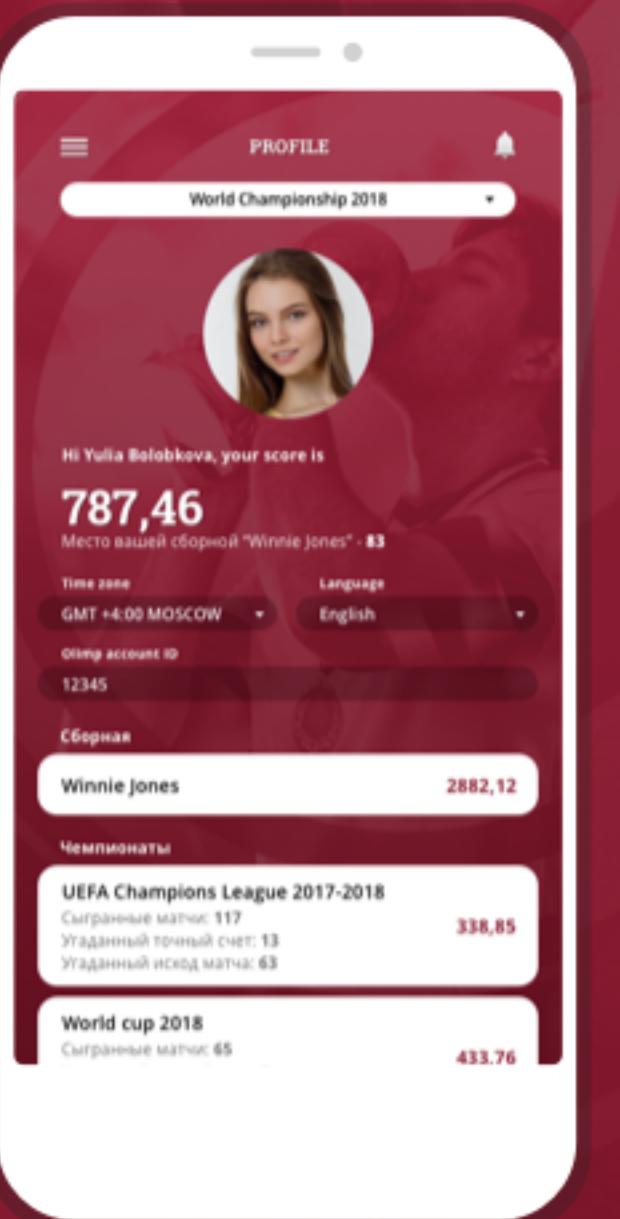
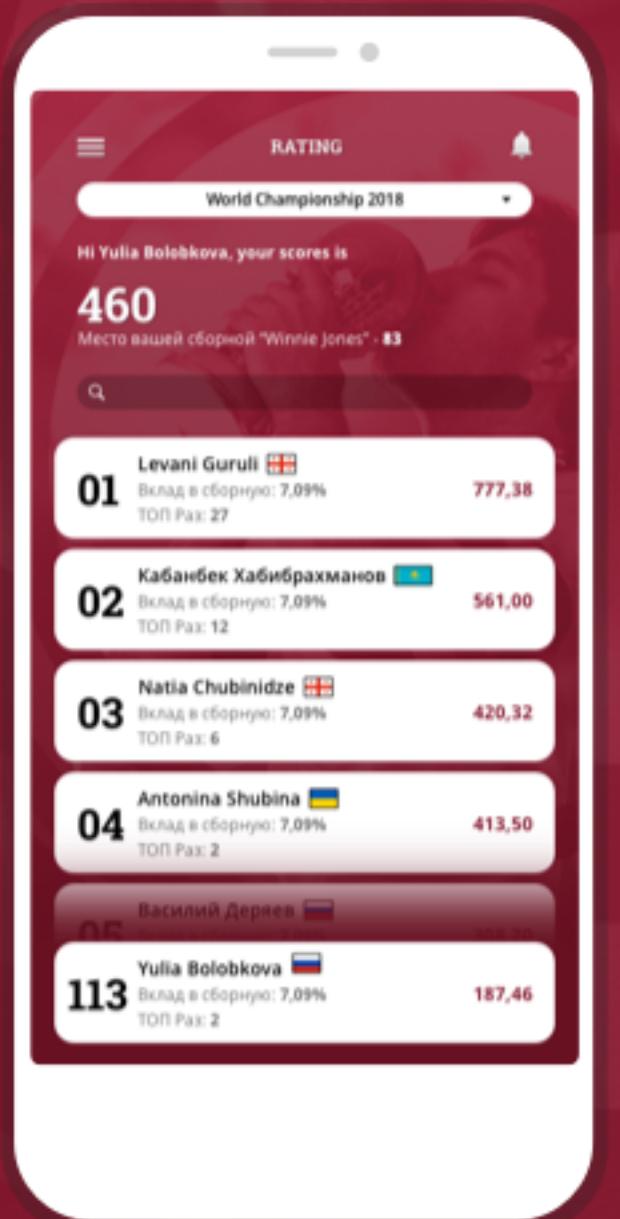


The main goal of the project was to redesign and improve the usability of the first draft. By the theory of **Atomic Design**, we used this moment to make the design as flexible as possible for content editors and further development of the project. We came up with a system of "blocks" or sections that were put on a stack and connected in a single screen.



## BATTLE OF PREDICTIONS

The project allows you to compete in guessing the football Championships winners for free, organizing your team, and competing with others.



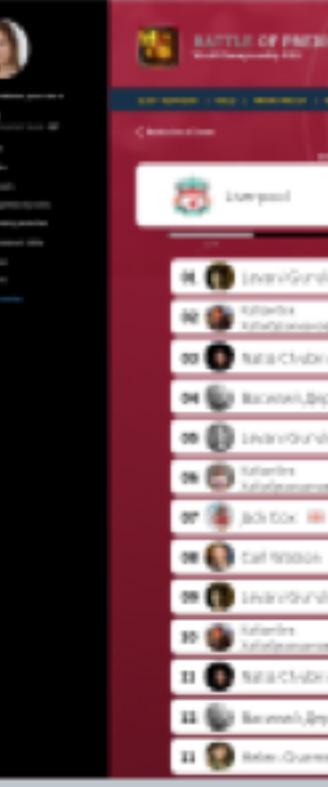
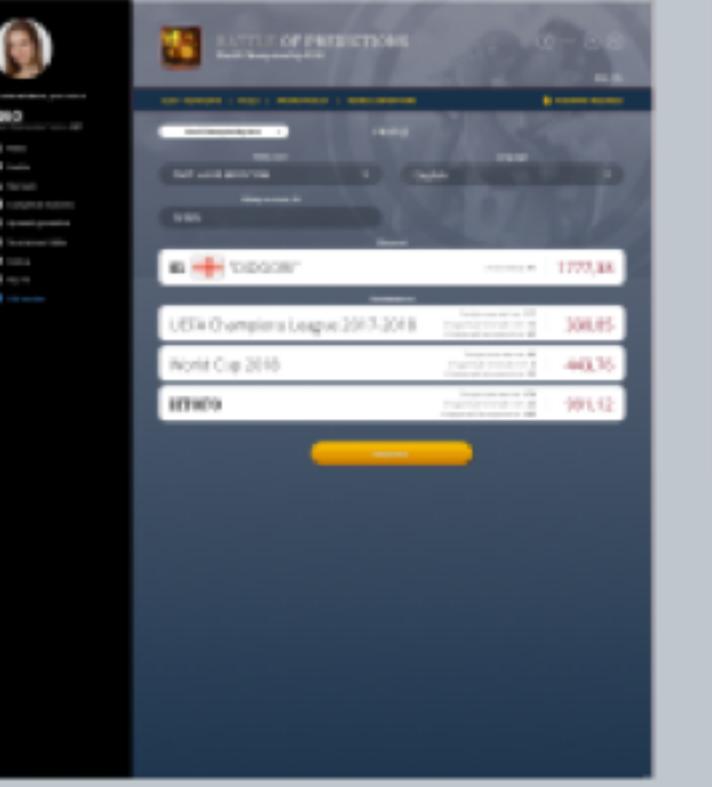
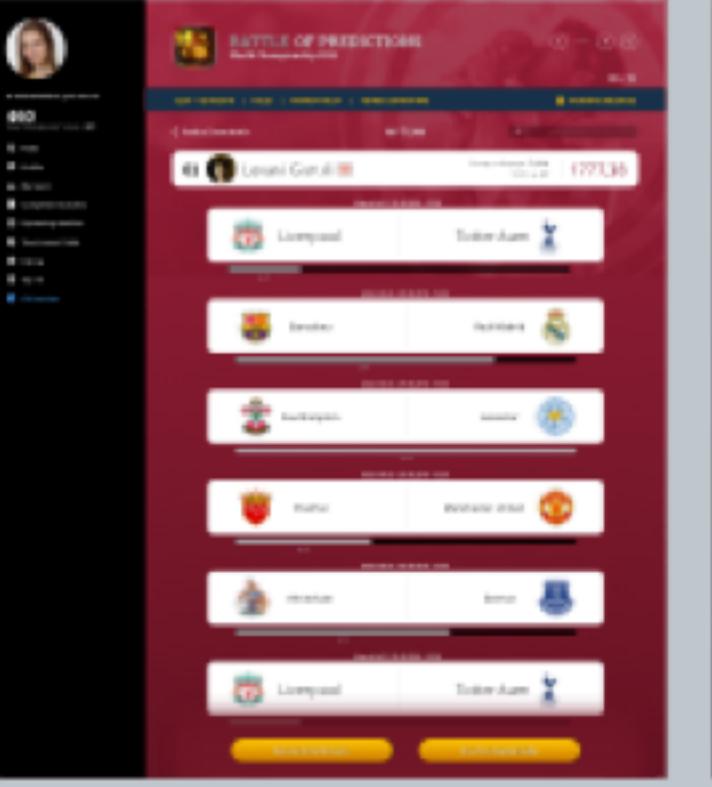
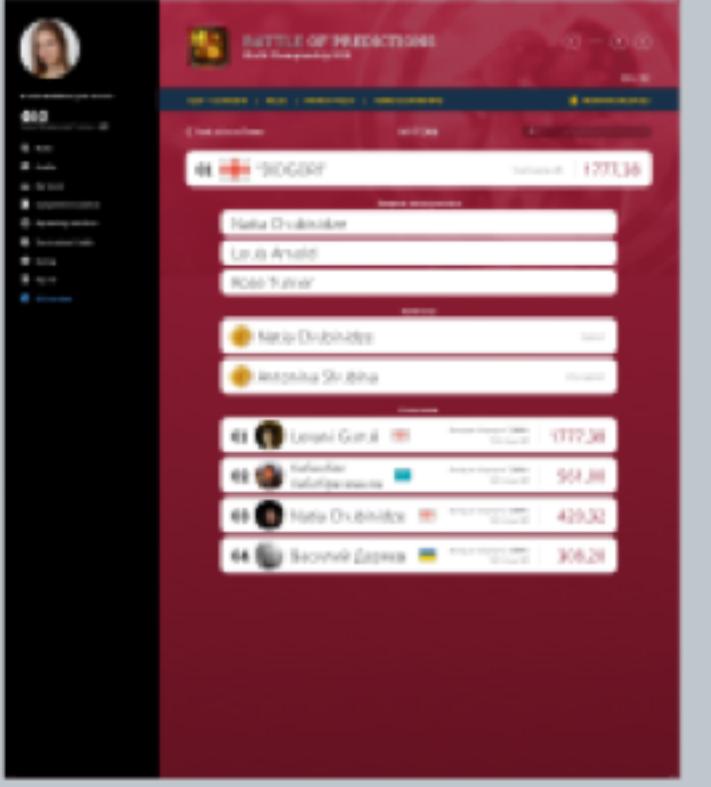
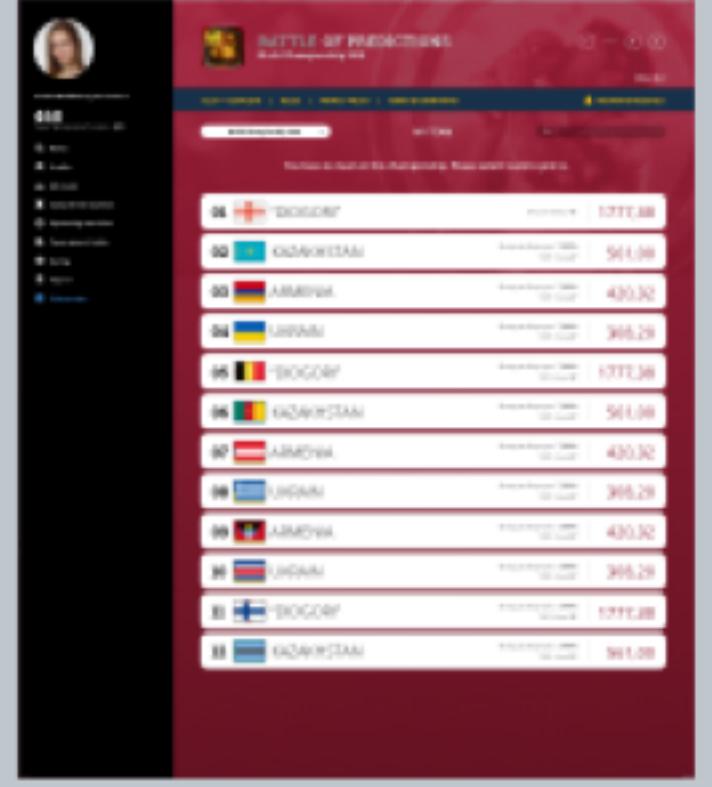
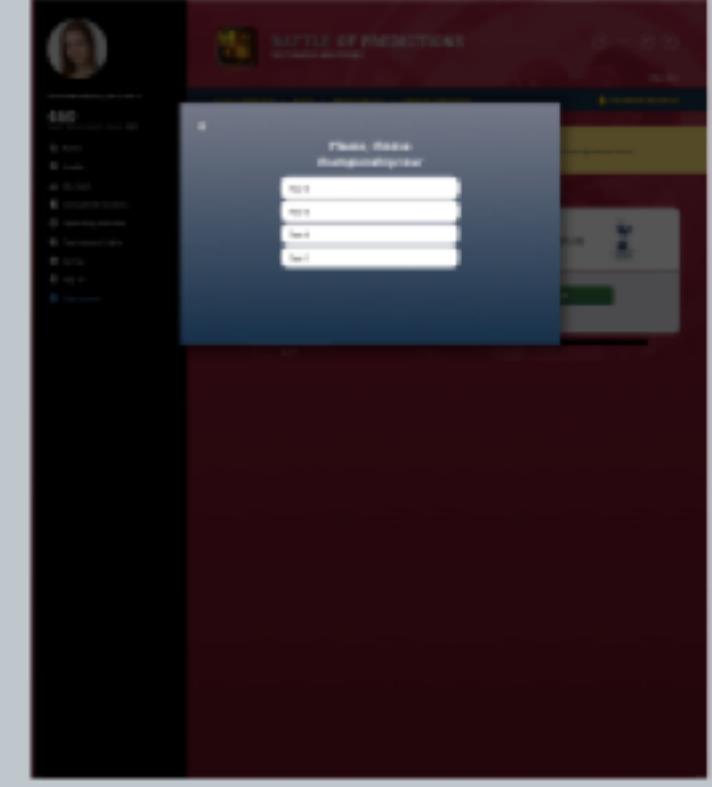
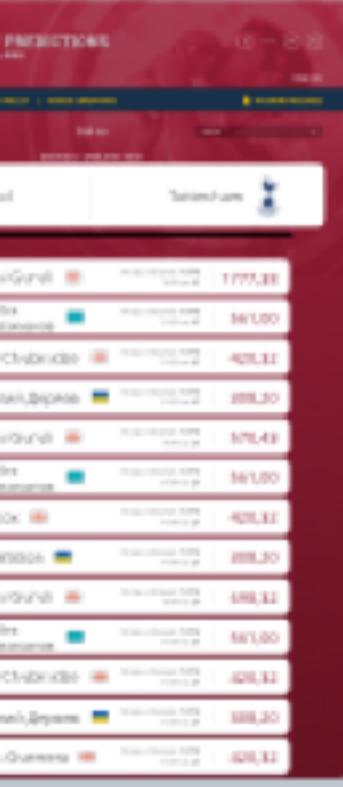
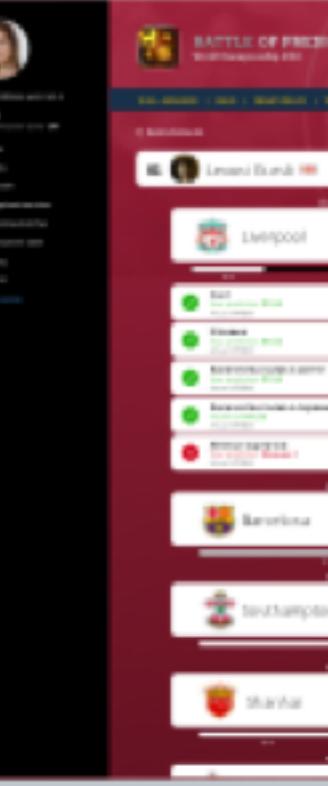
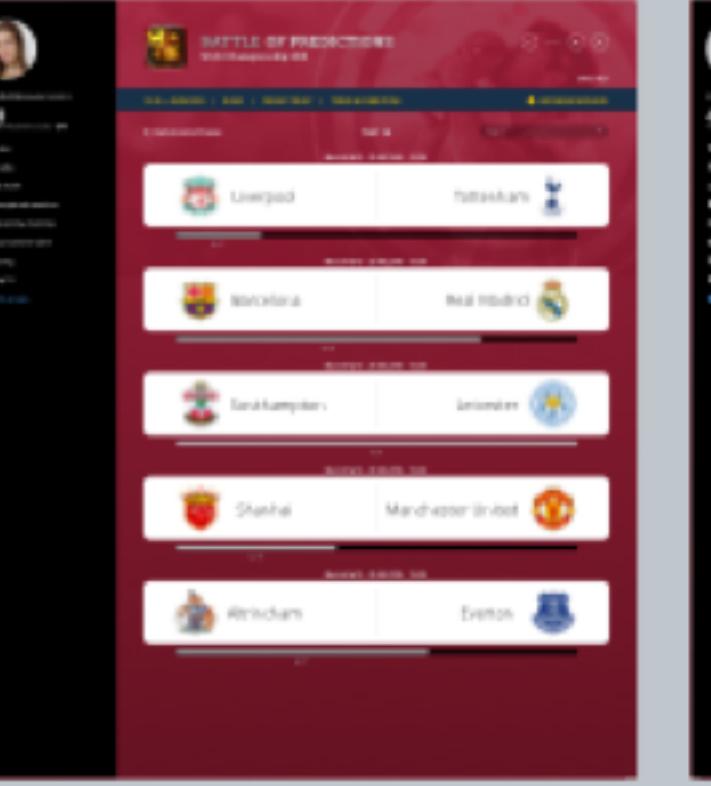
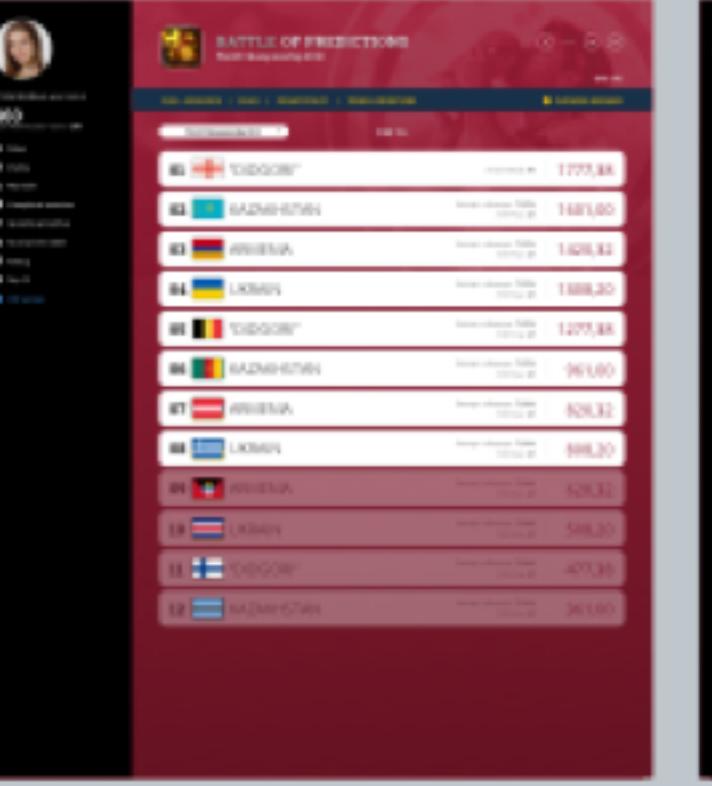
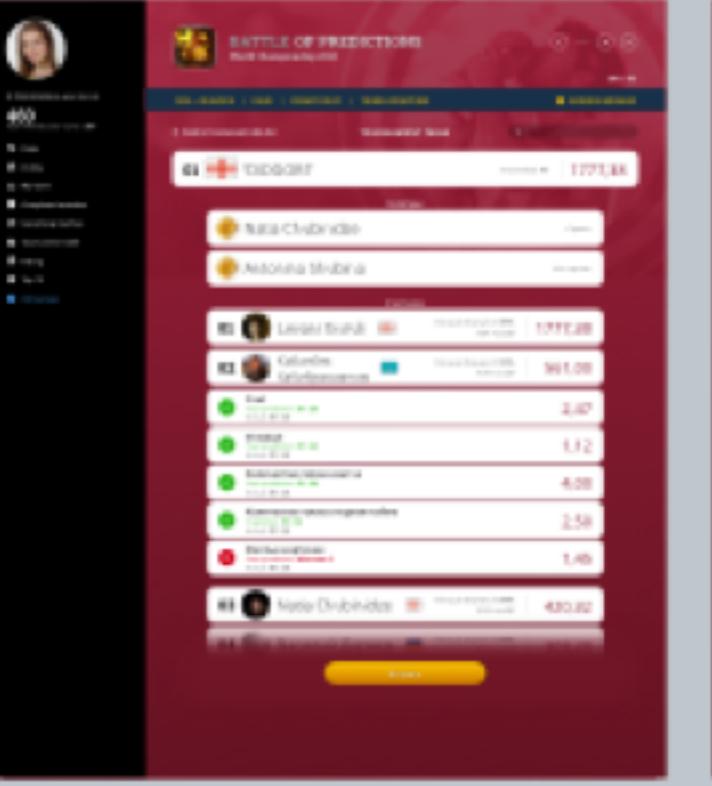
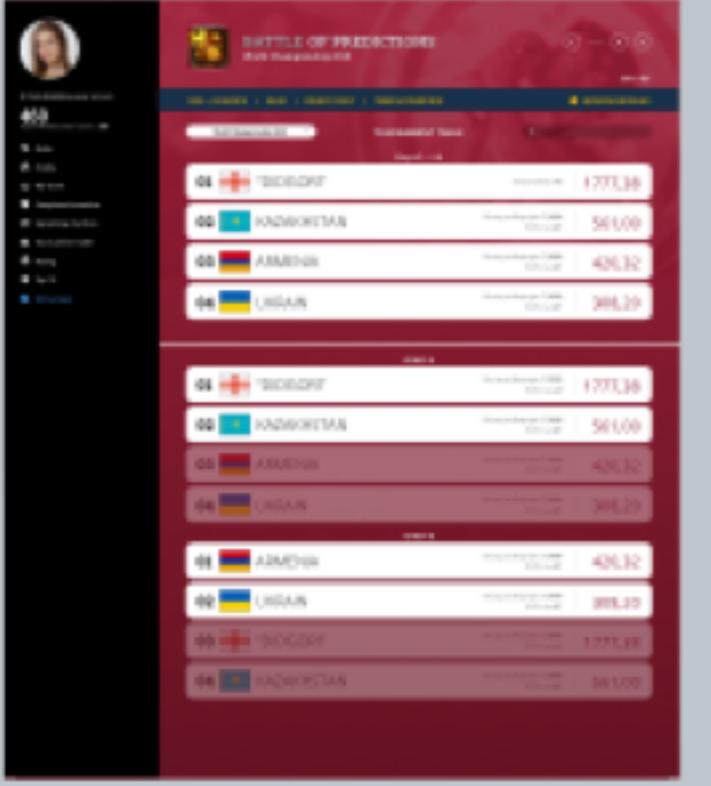
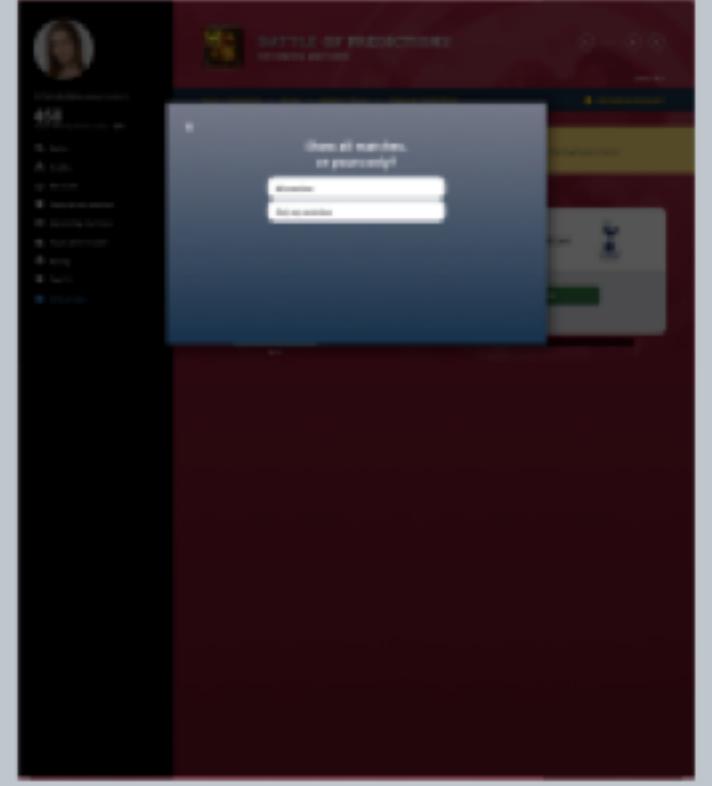
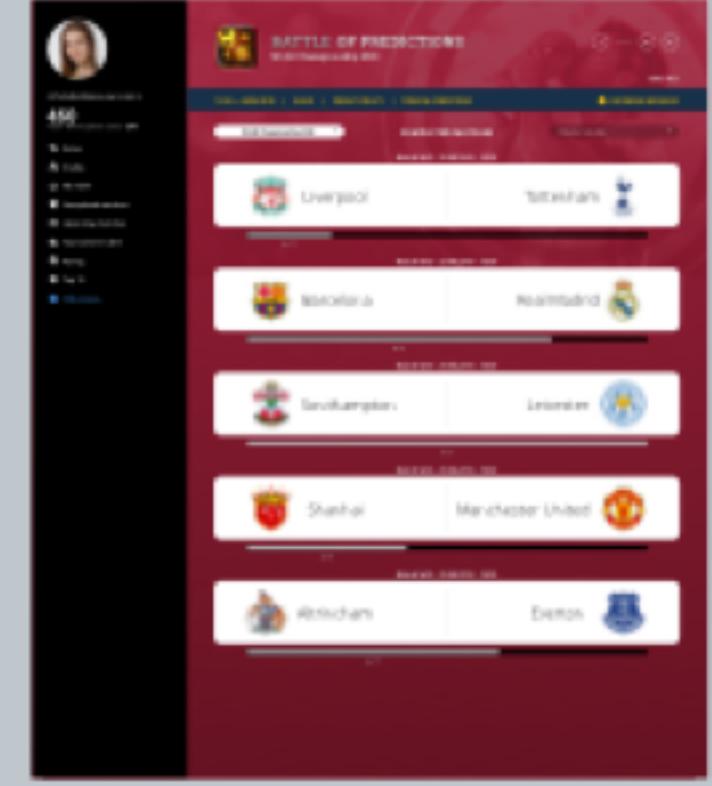
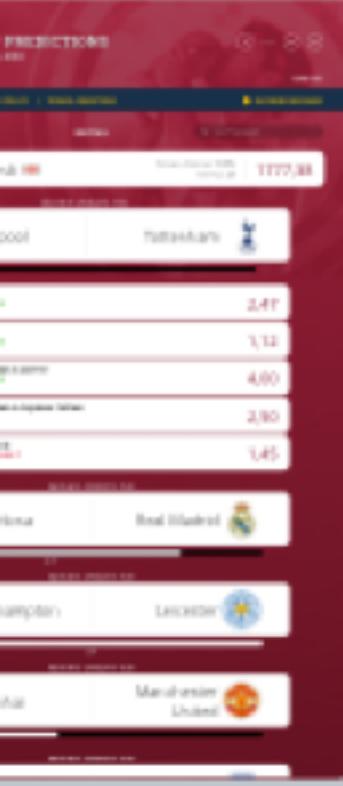
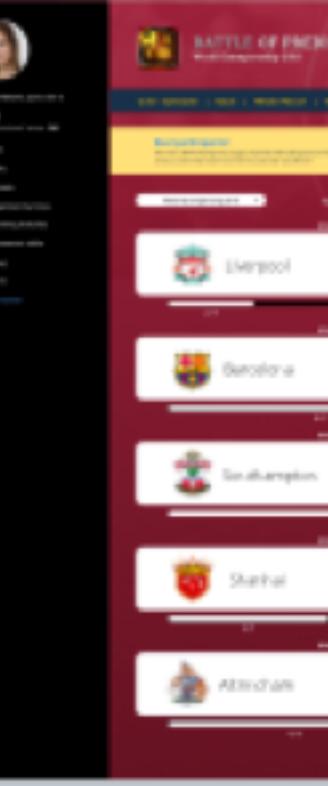
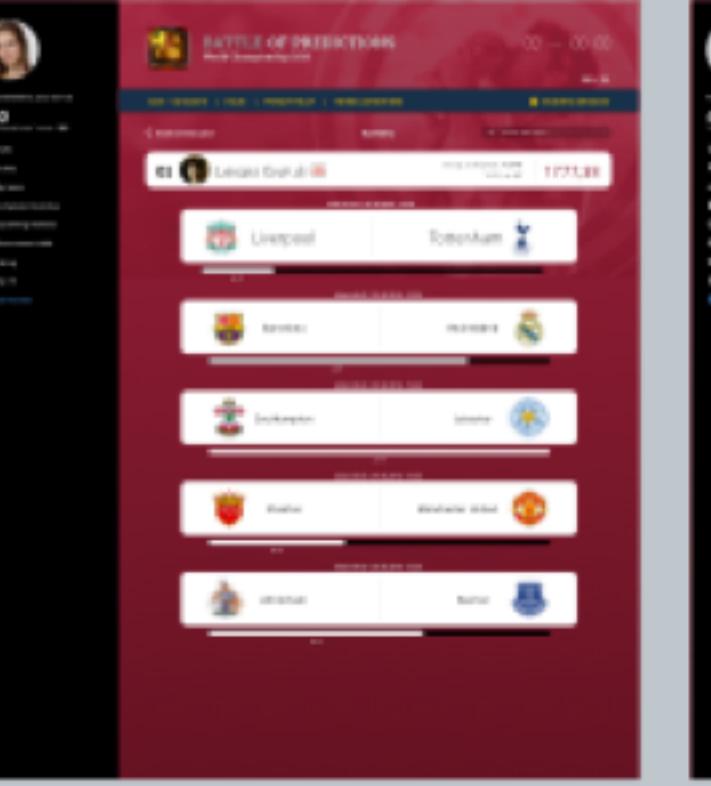
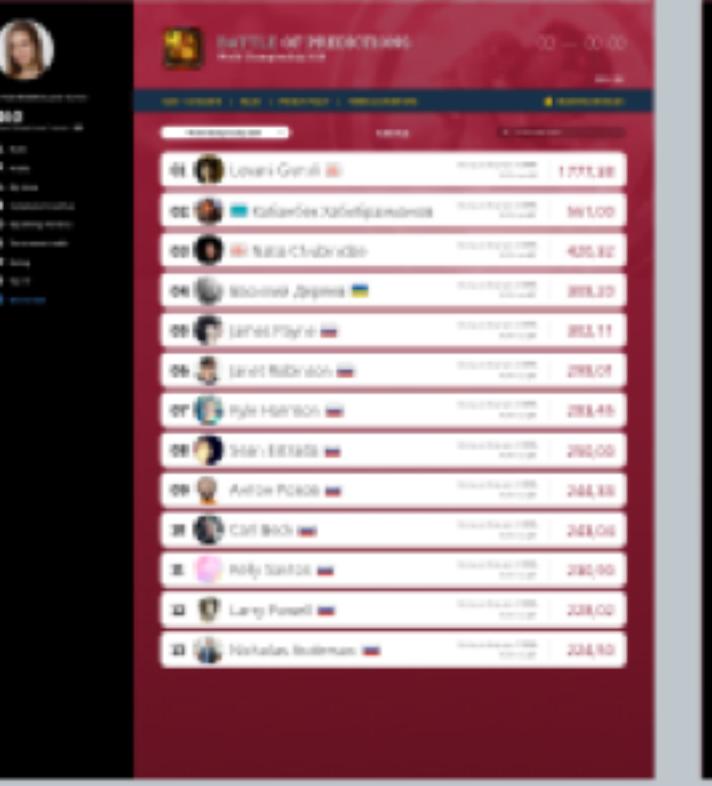
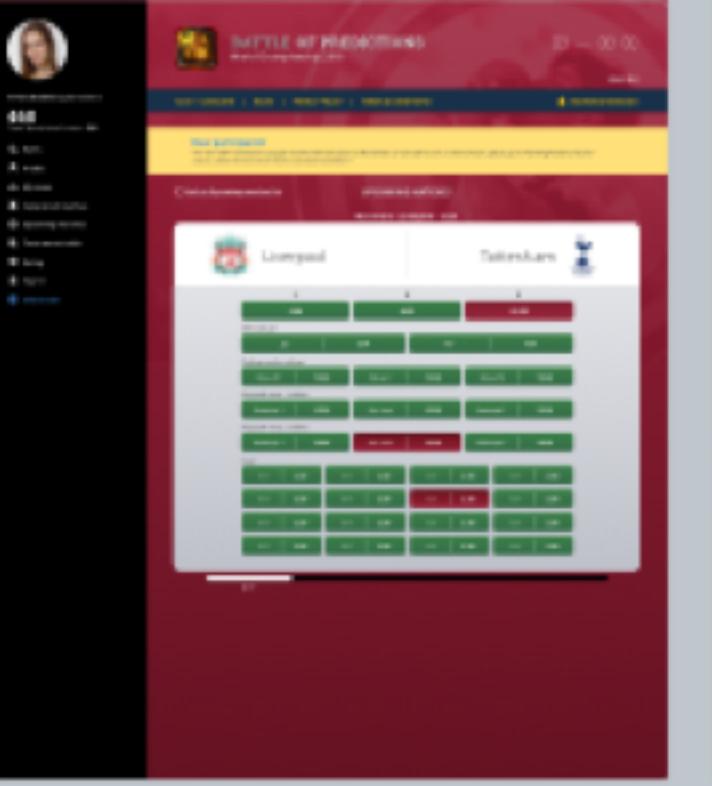
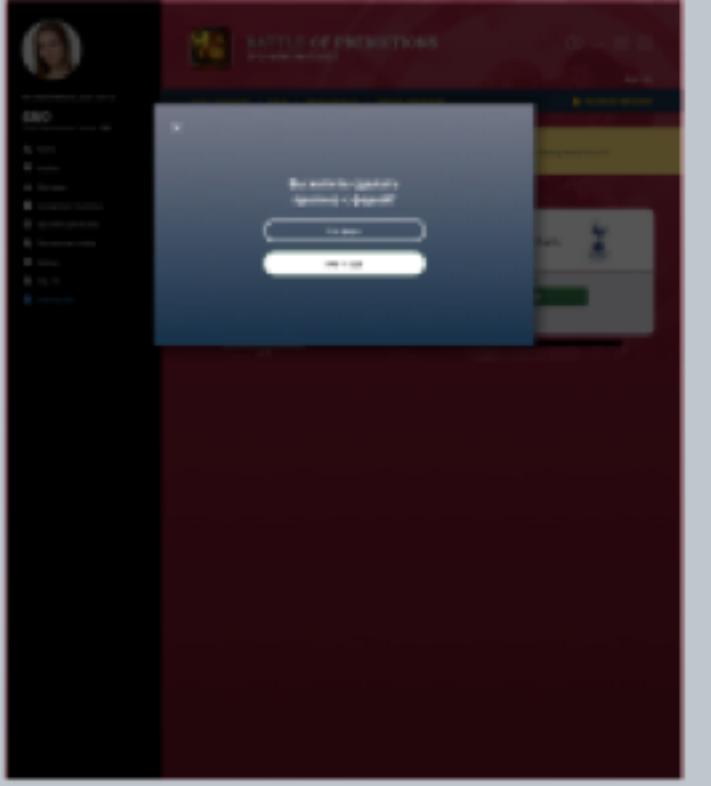
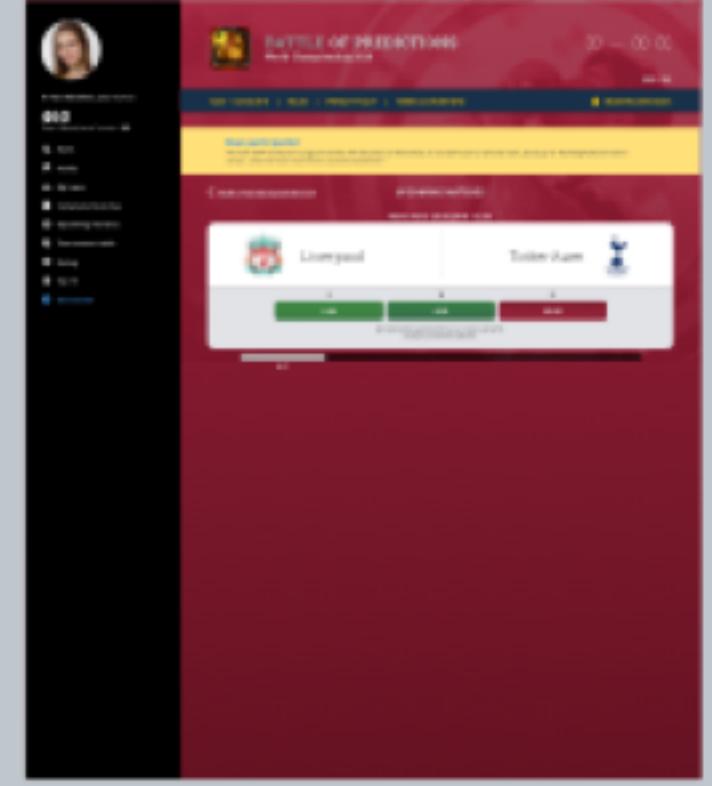
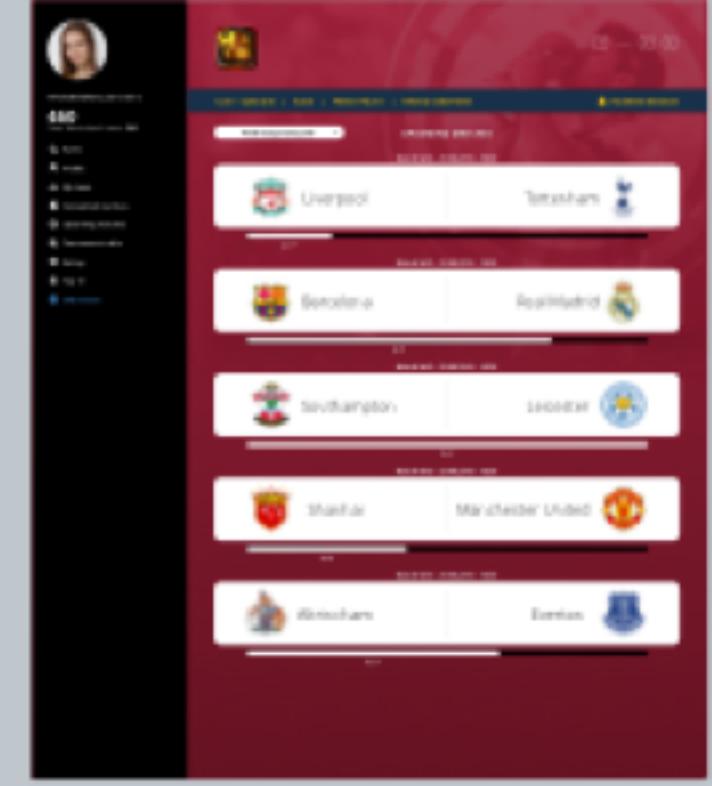
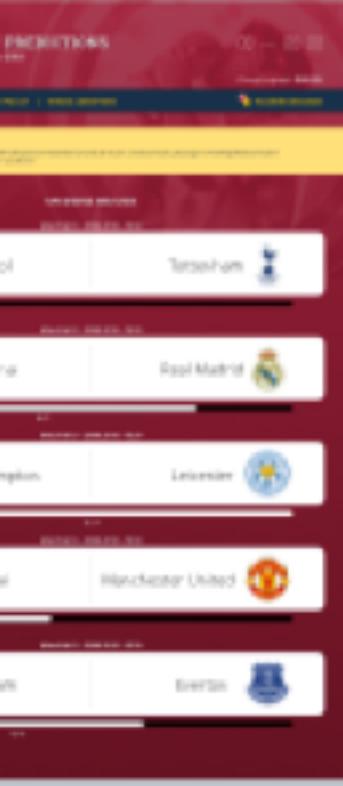


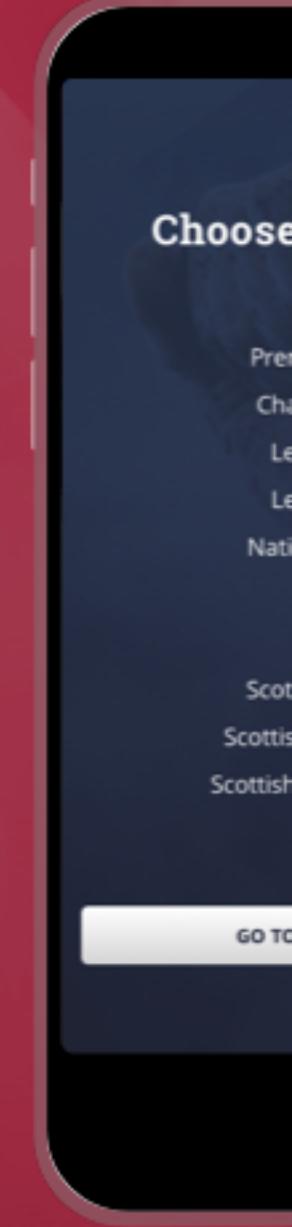
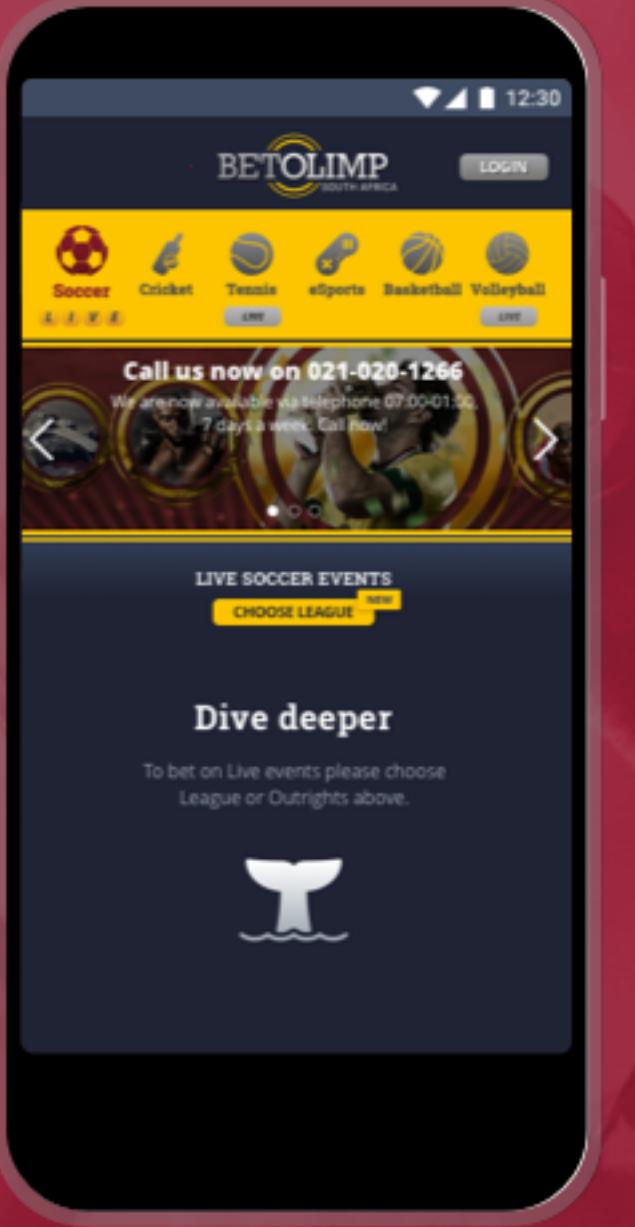
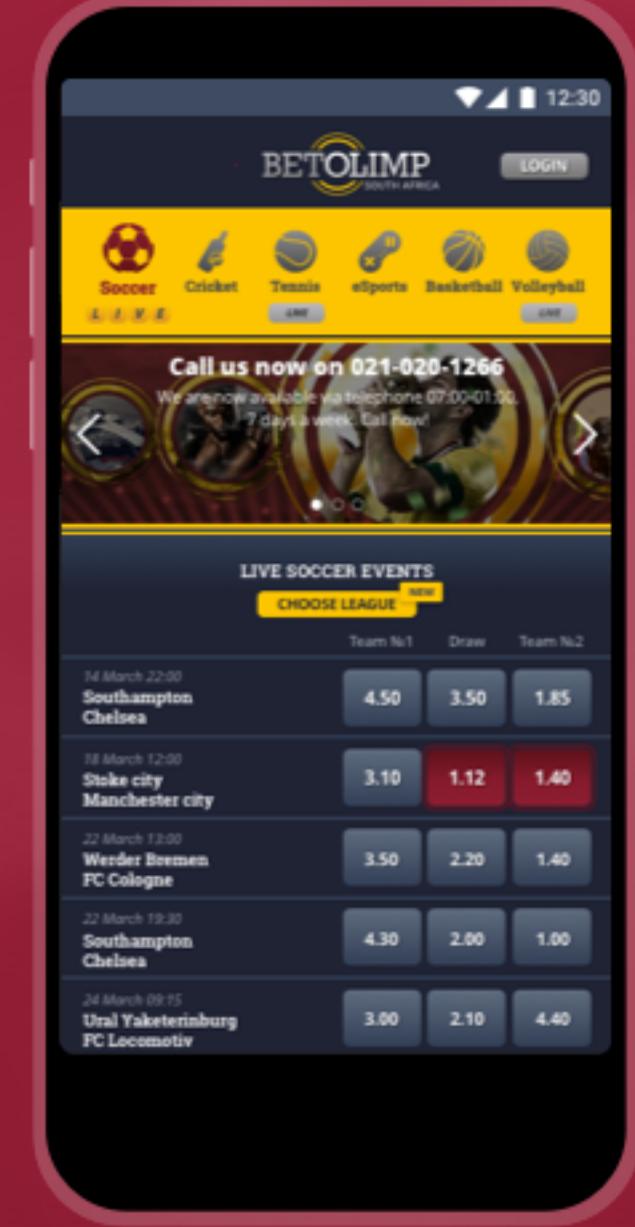
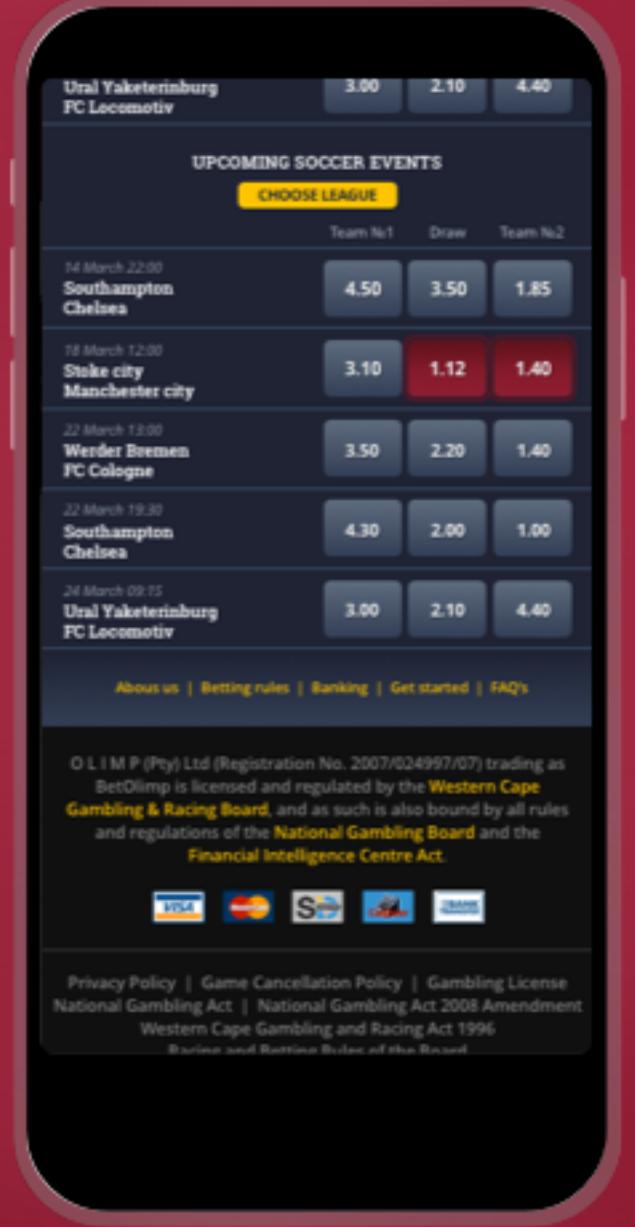
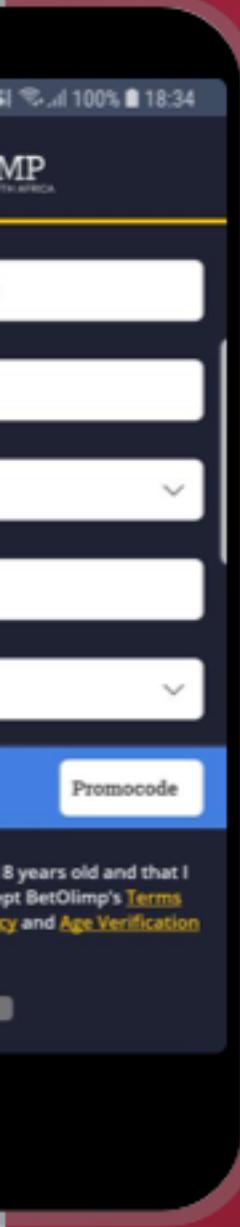


## BATTLE OF PREDICTIONS

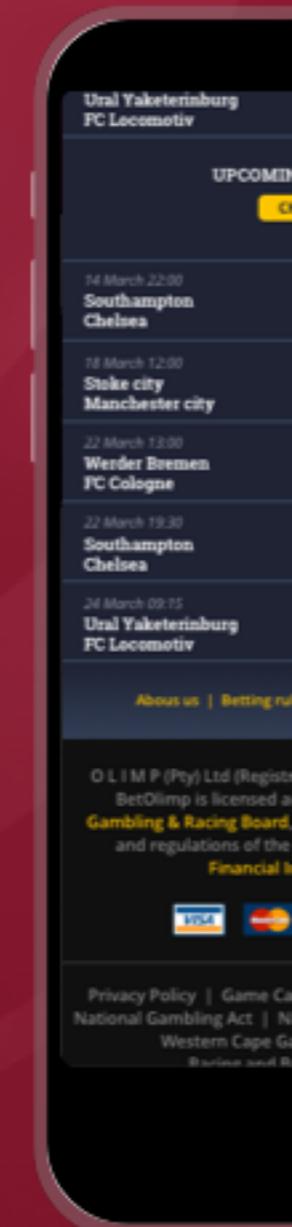
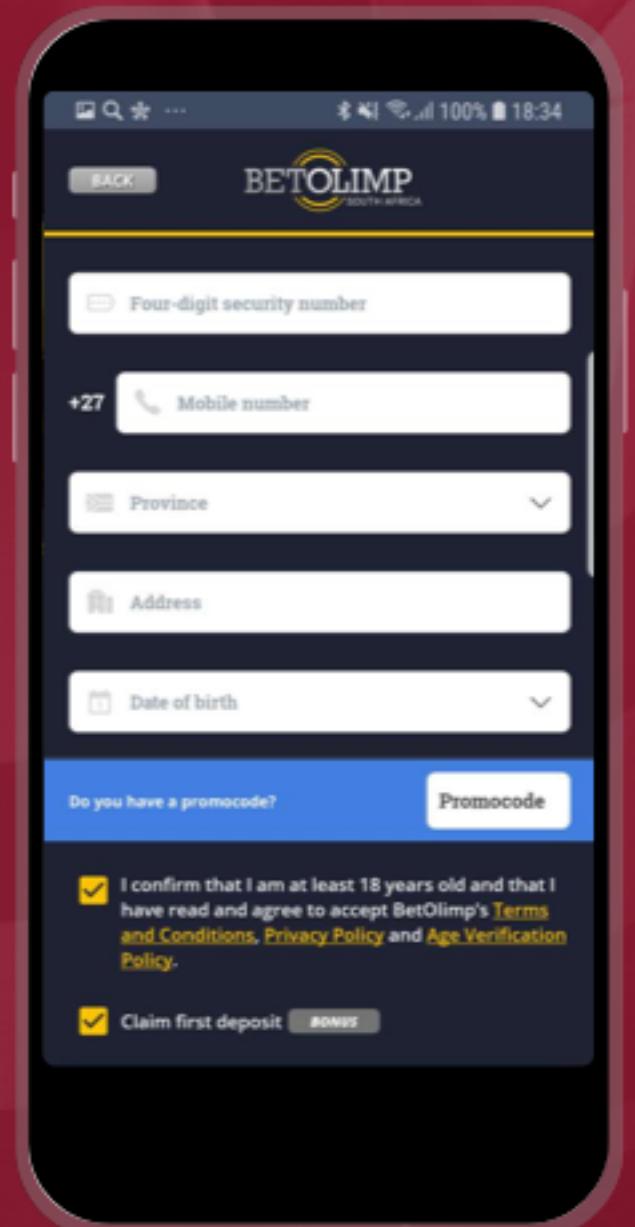
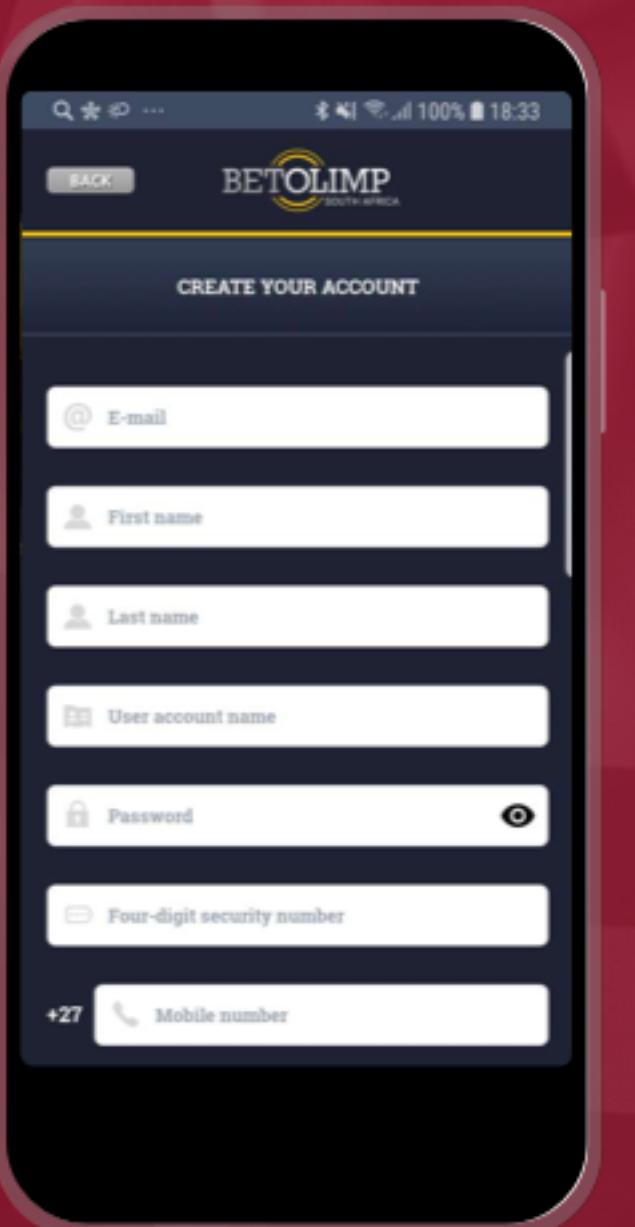
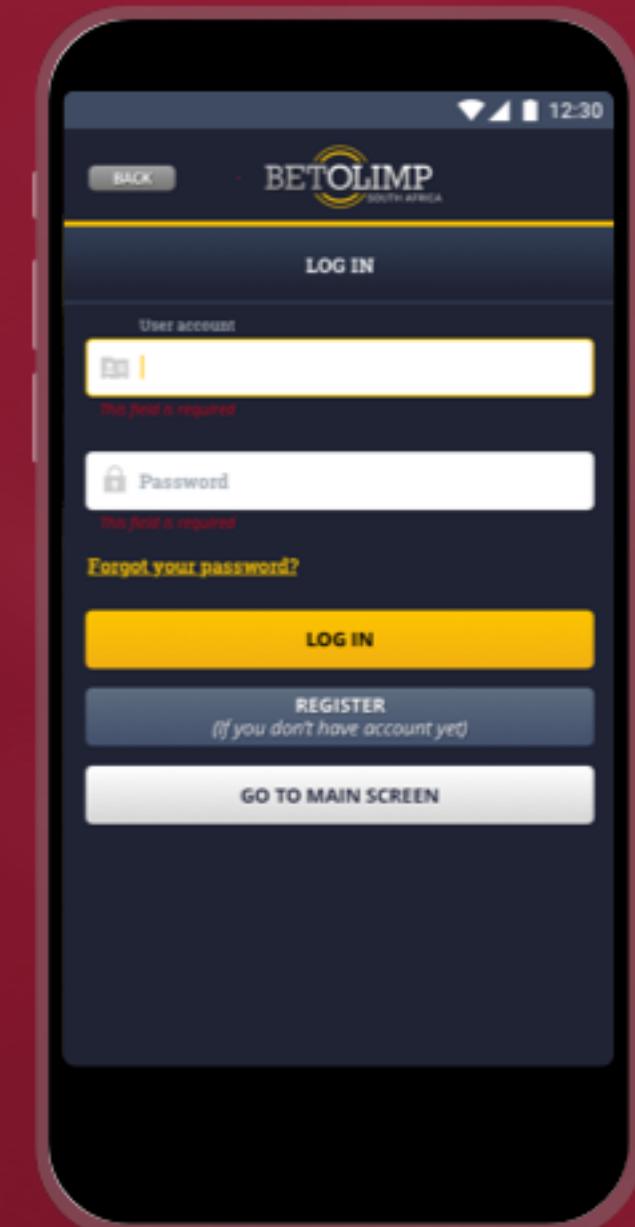
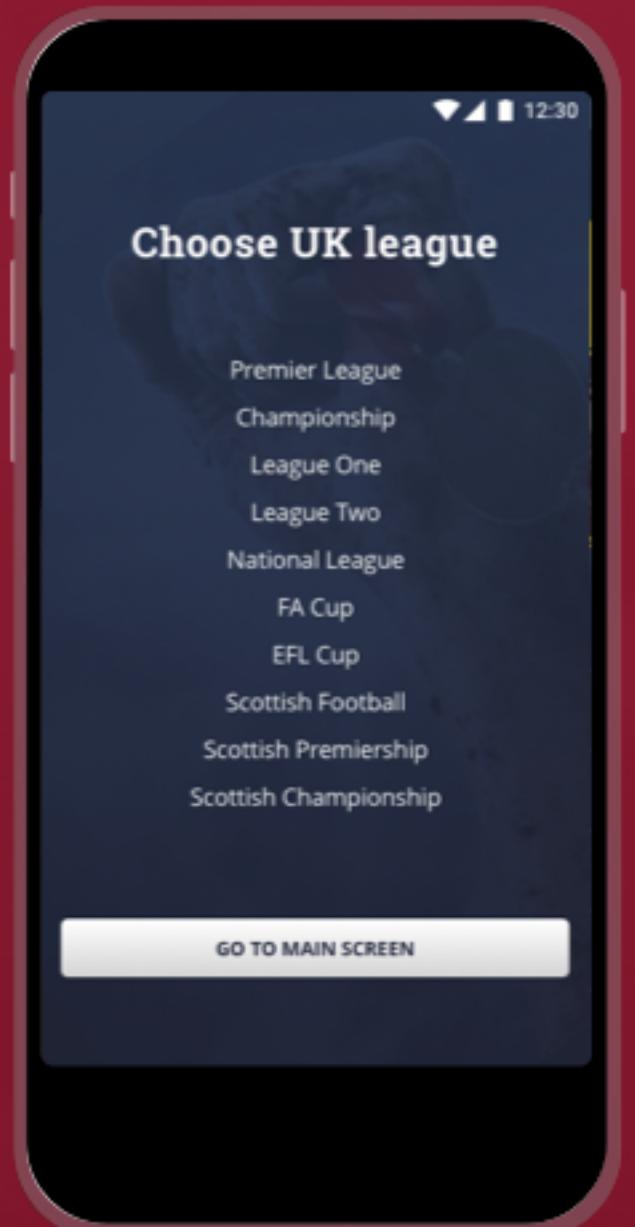
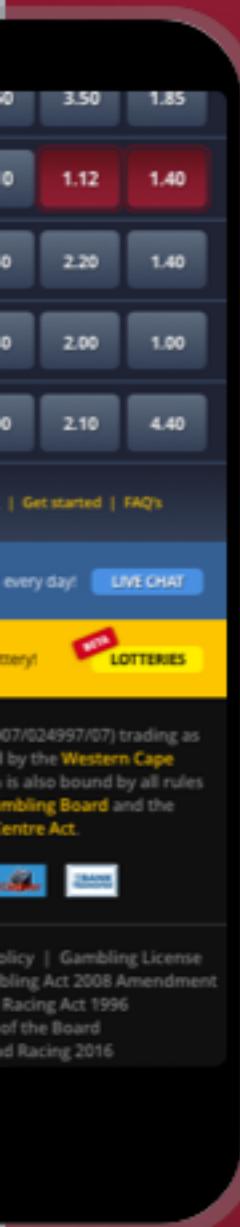
The project allow to compete in guessing the football Championships winners for free, organizing your team, and competing with others.



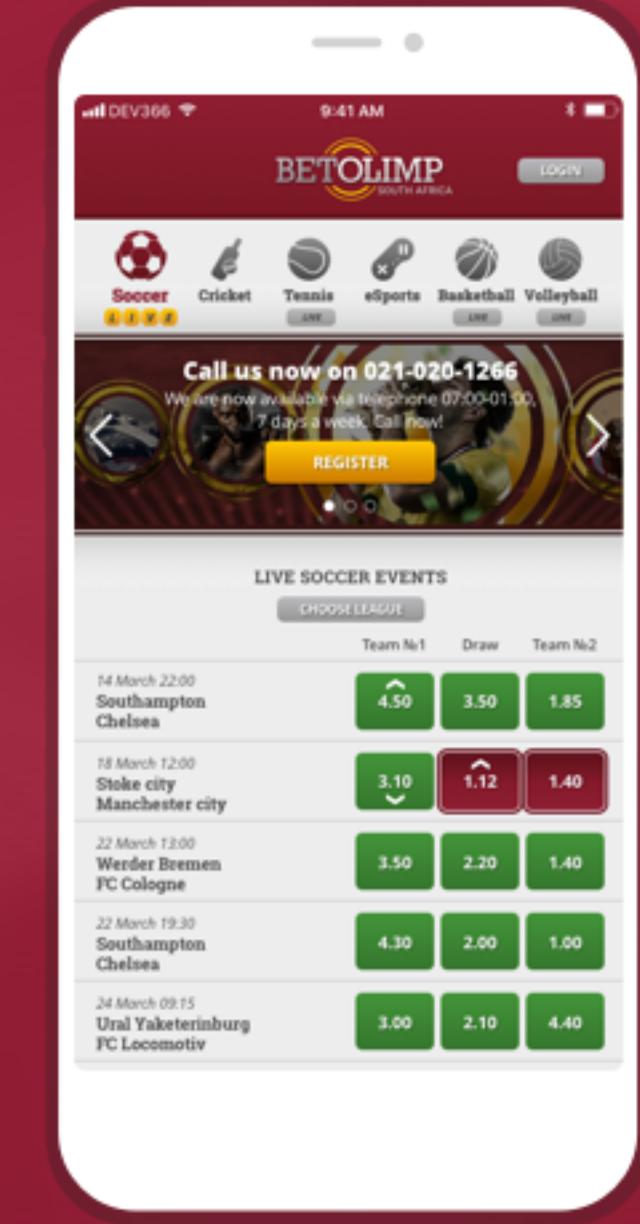
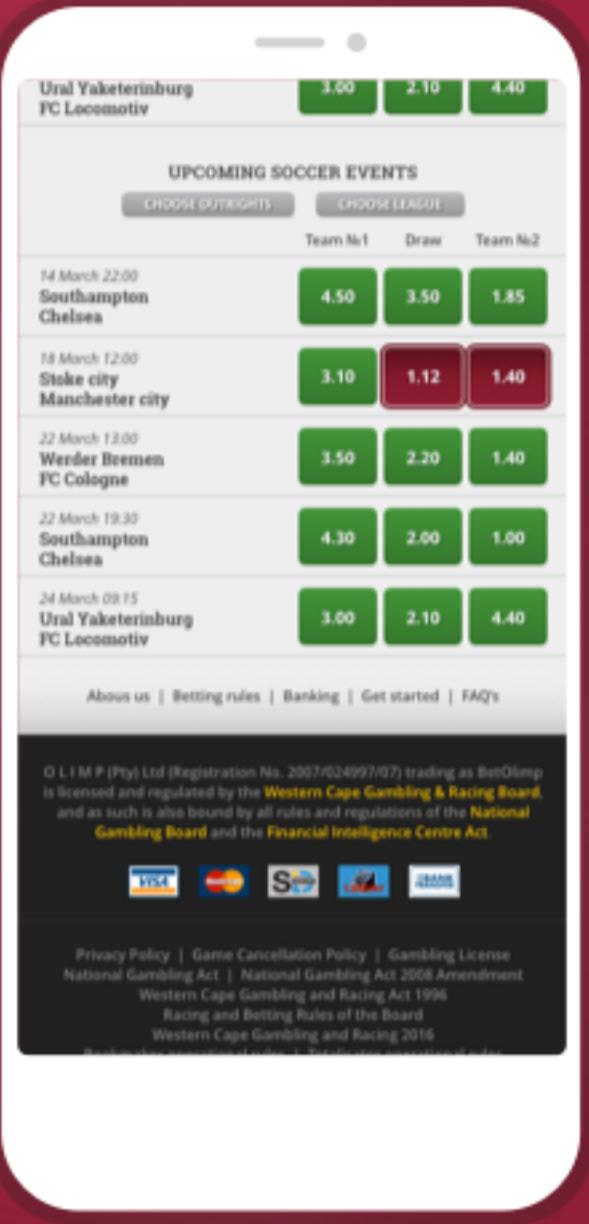
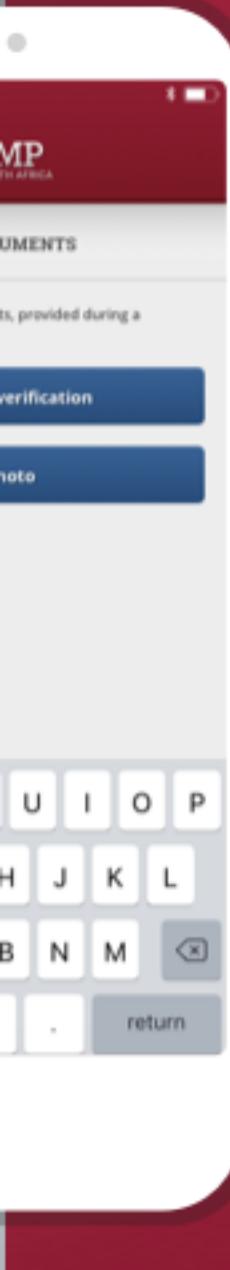




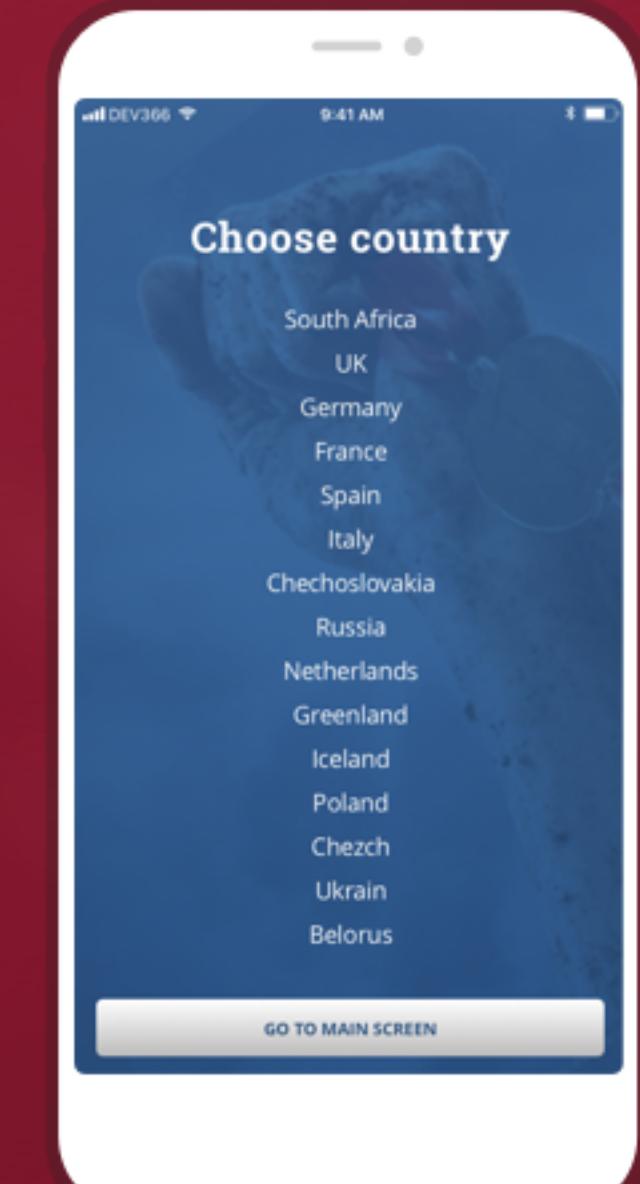
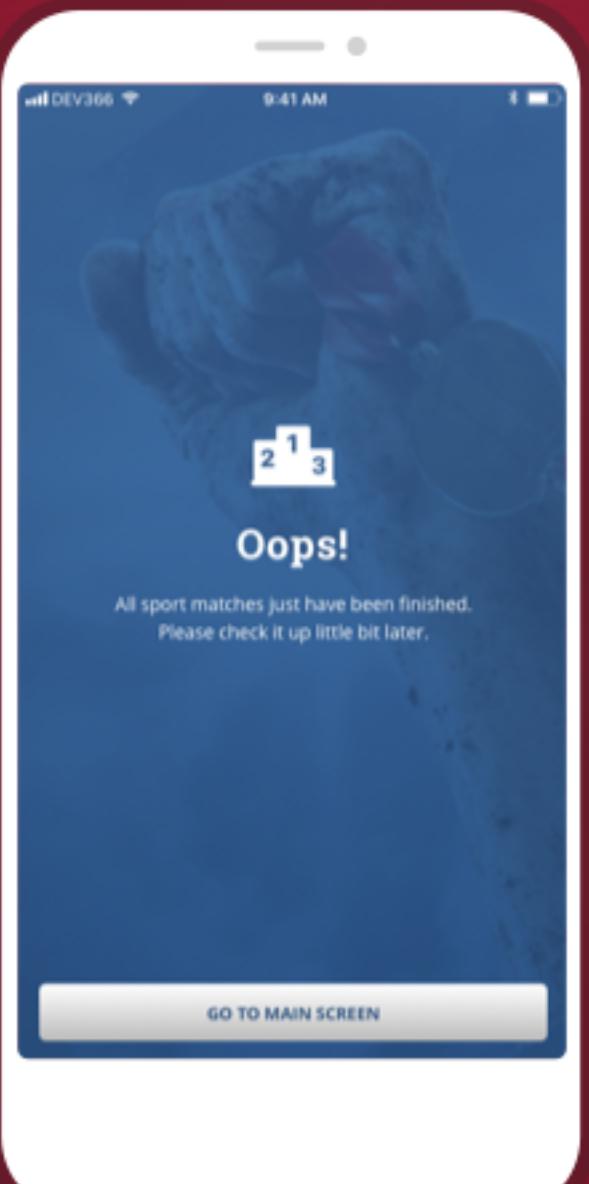
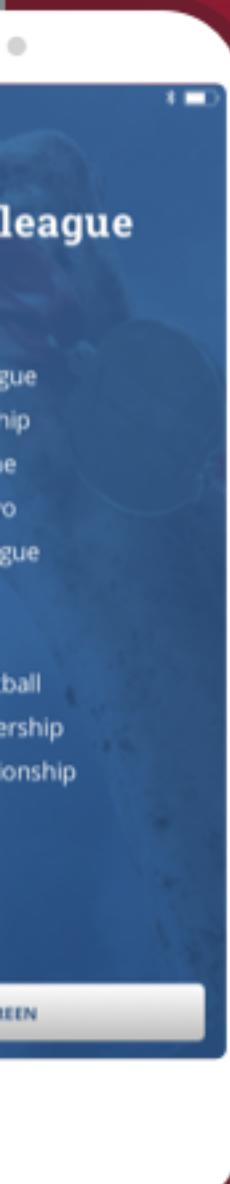
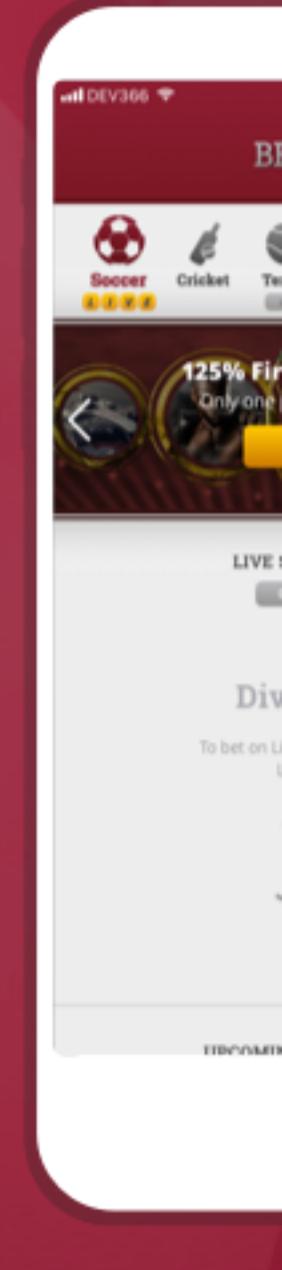
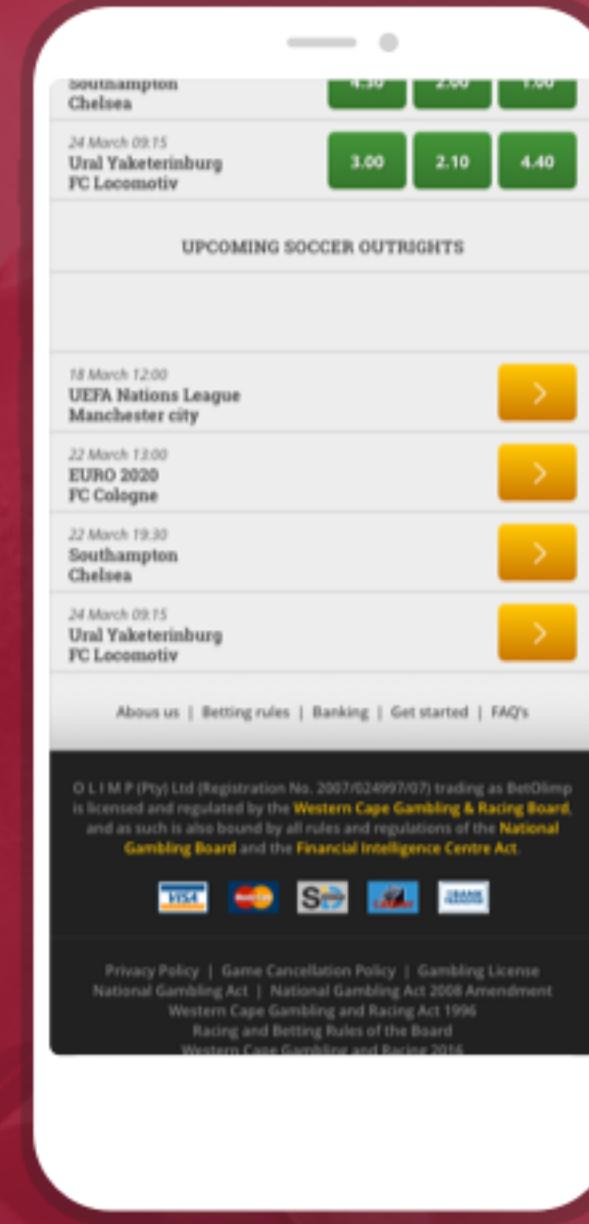
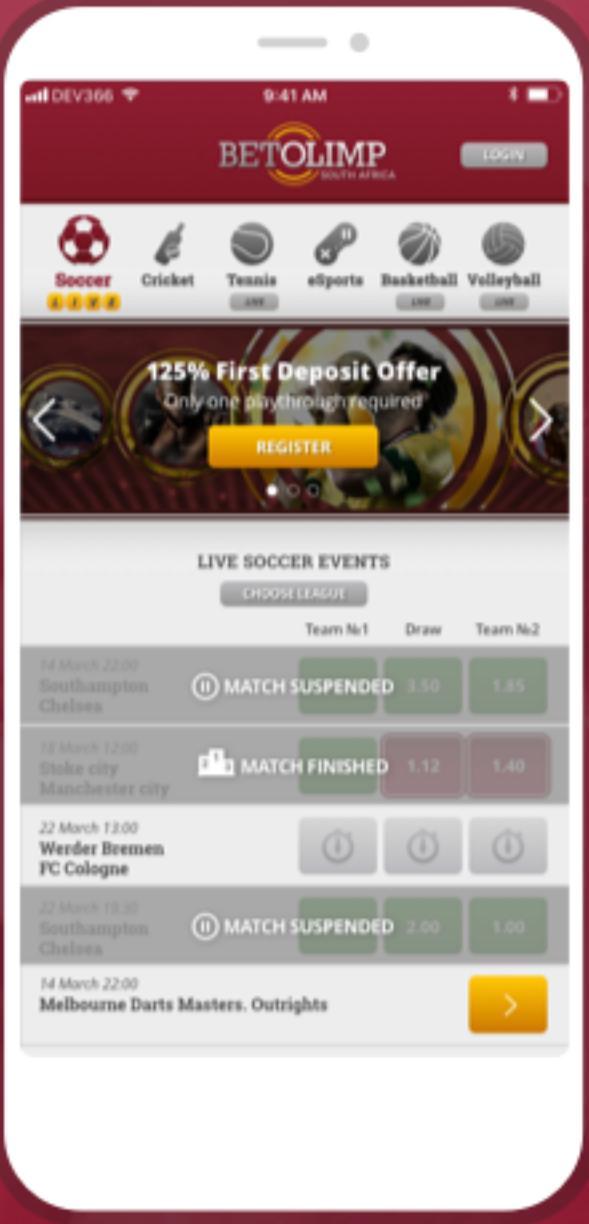
This app was a part of a BetOlimp ecosystem made for a local market in South Africa. There were strict design restrictions, as it was necessary to integrate the new app into existing styles, brand colors, fonts, and so on. However, we managed to find an approach that allowed us to implement interesting interface solutions that were not ordinary for the market. First, we worked as closely as possible with end-users by conducting remote video interviews and user testing. Secondly, we focused on metrics and iteratively adapted the interface depending on them.



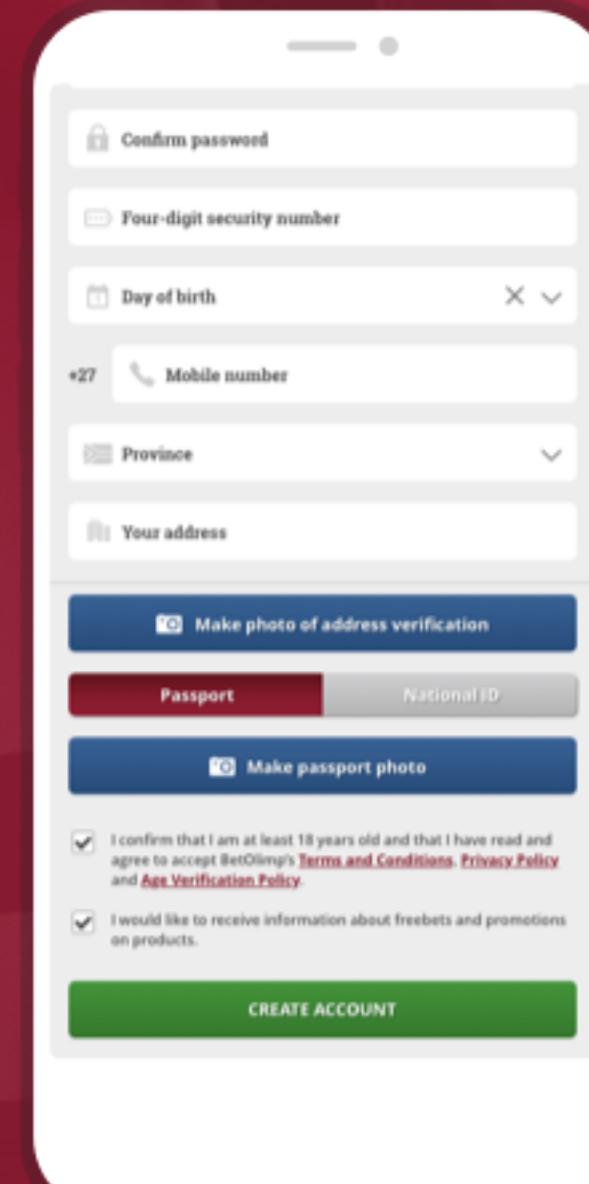
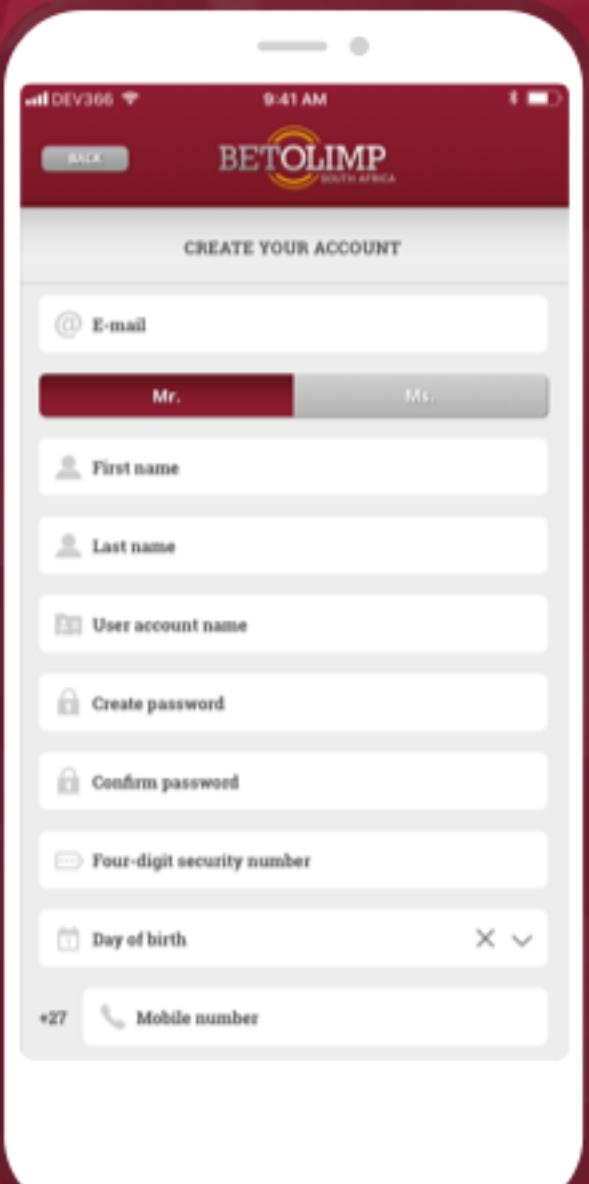
The project includes applications for all platforms (iOS, Android, PWA app) and several web sites.

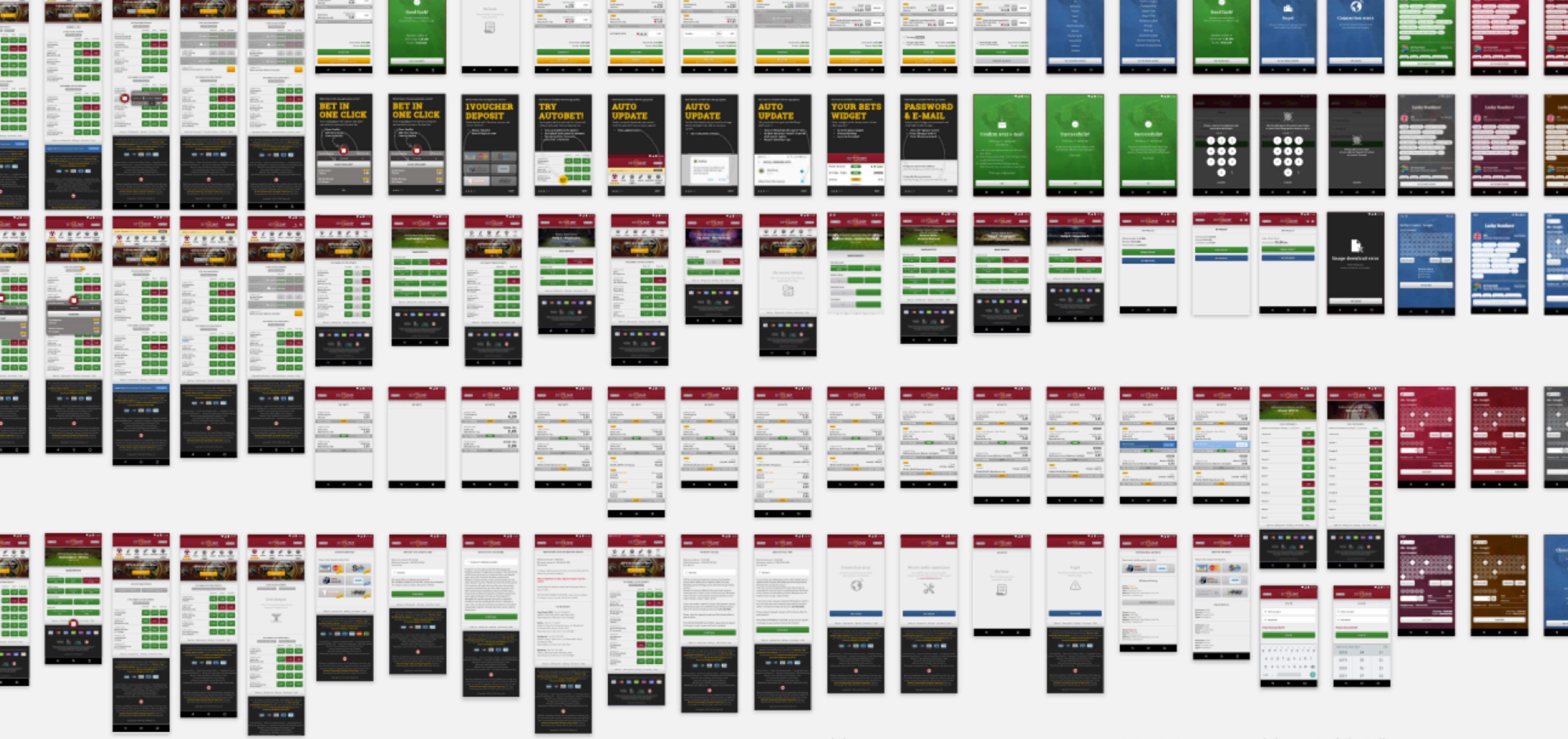


One of the interesting tasks was to create a PWA (Progressive Web App) version. Since there are still very few such applications, we needed a research path both in the development and design of the application. We wanted to use animations and found a way to apply them to the Web interface. To do this, we used Lotte, Principle, and Adobe After Effects.



The project includes applications for all platforms (iOS, Android, PWA app) and several web sites.





iPh...pup

iPh...tical

iPh...ount iPh...tails

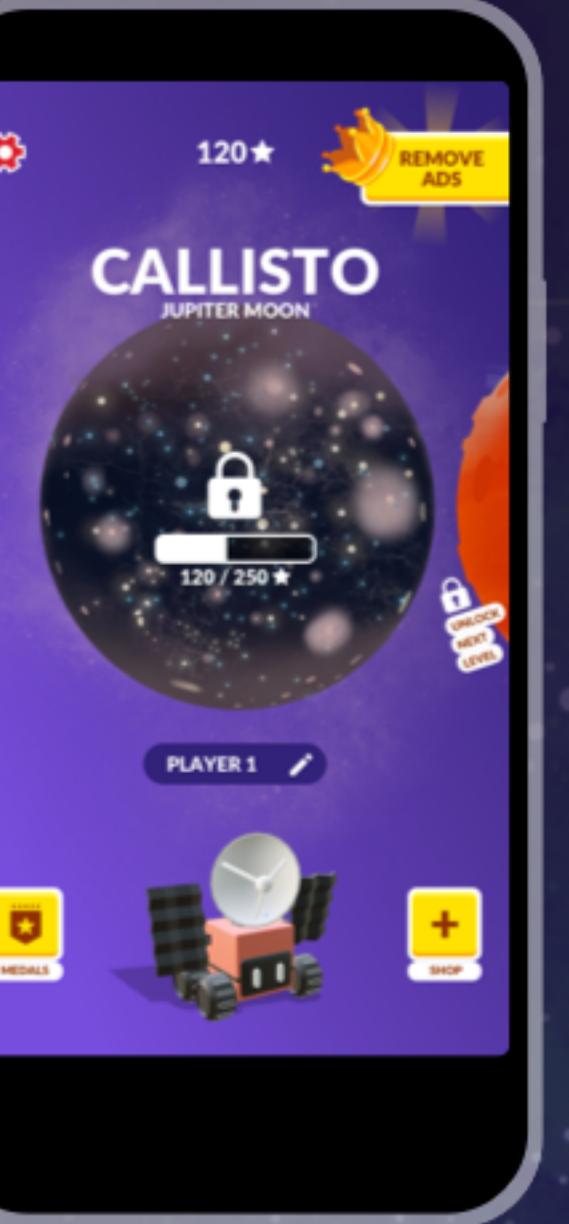
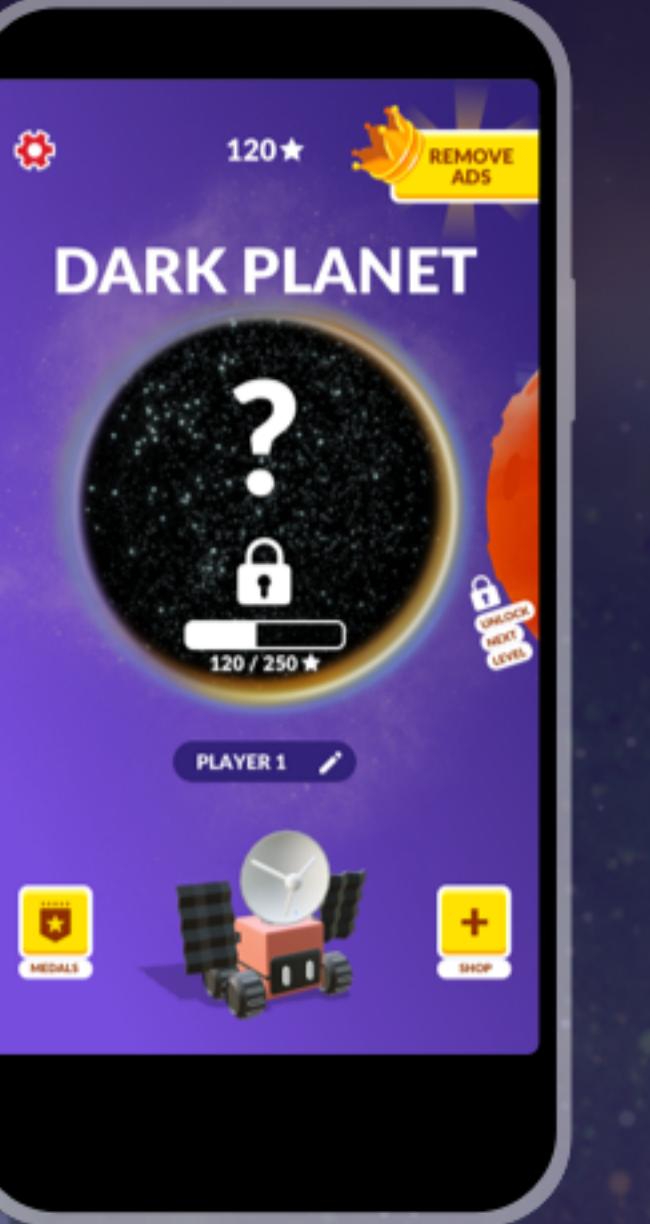
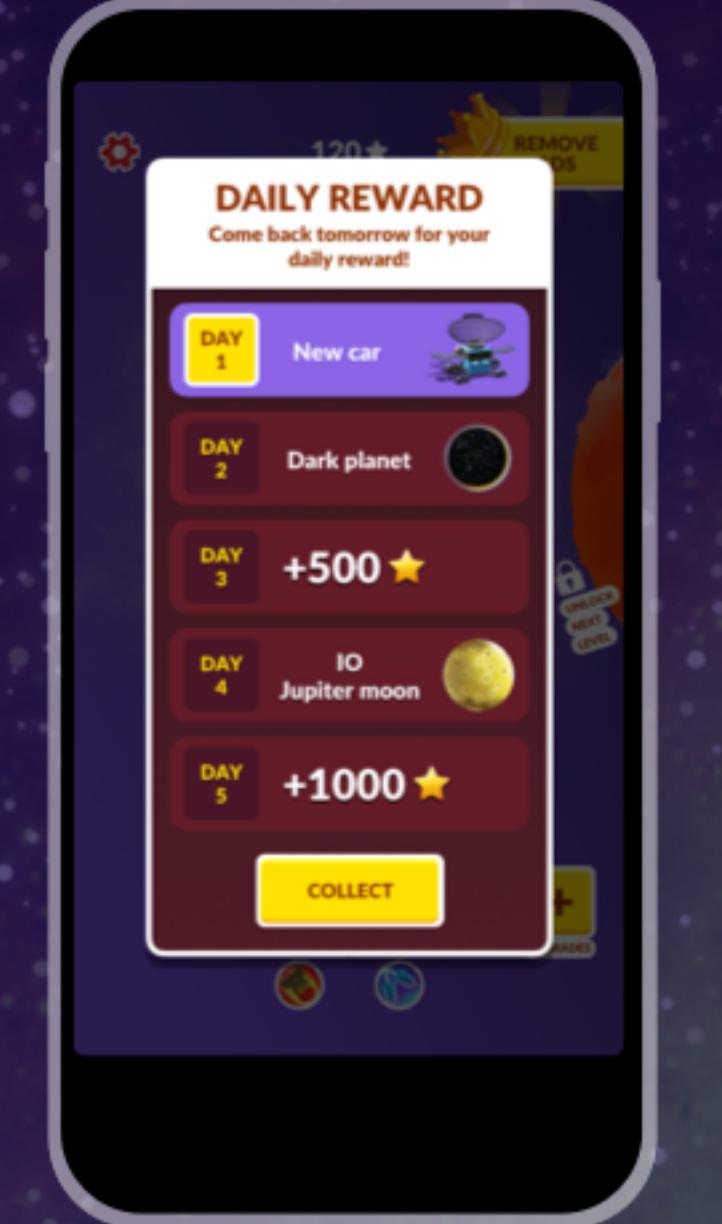
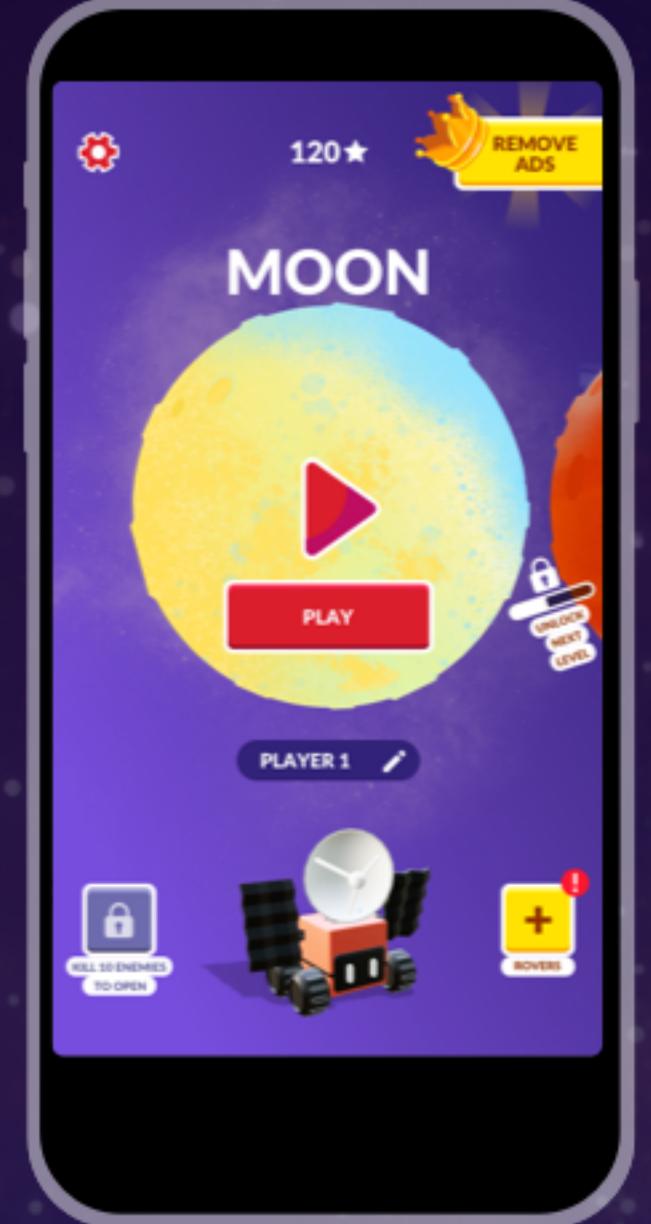
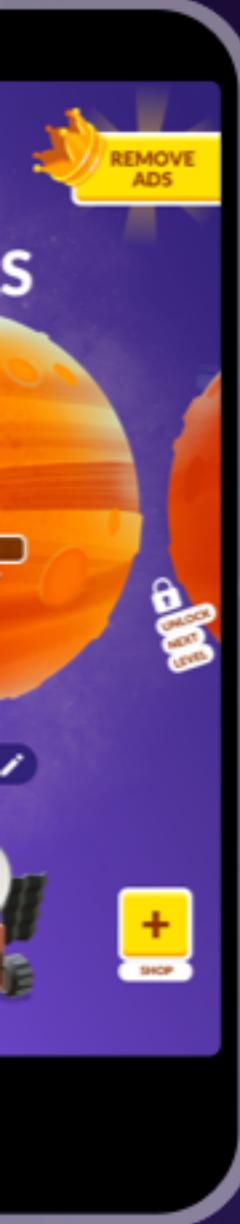


# SPACE VEHICLES

UX for casual games is a task not only for designing the interface, but also illustrating, as well as working closely with metrics.

For this game I made over 60 screens and all visual graphics (3D, UI and illustrations).





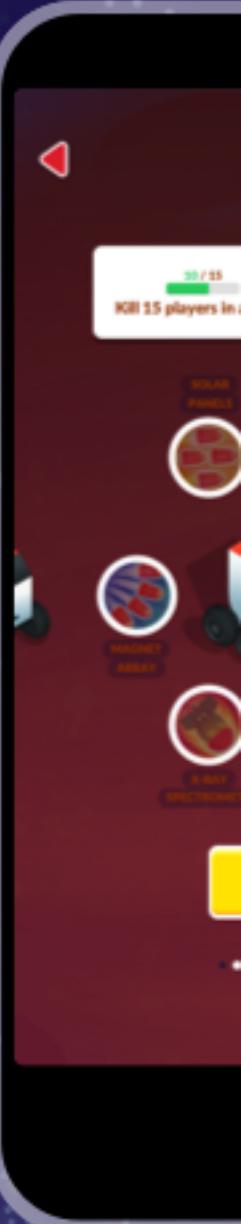
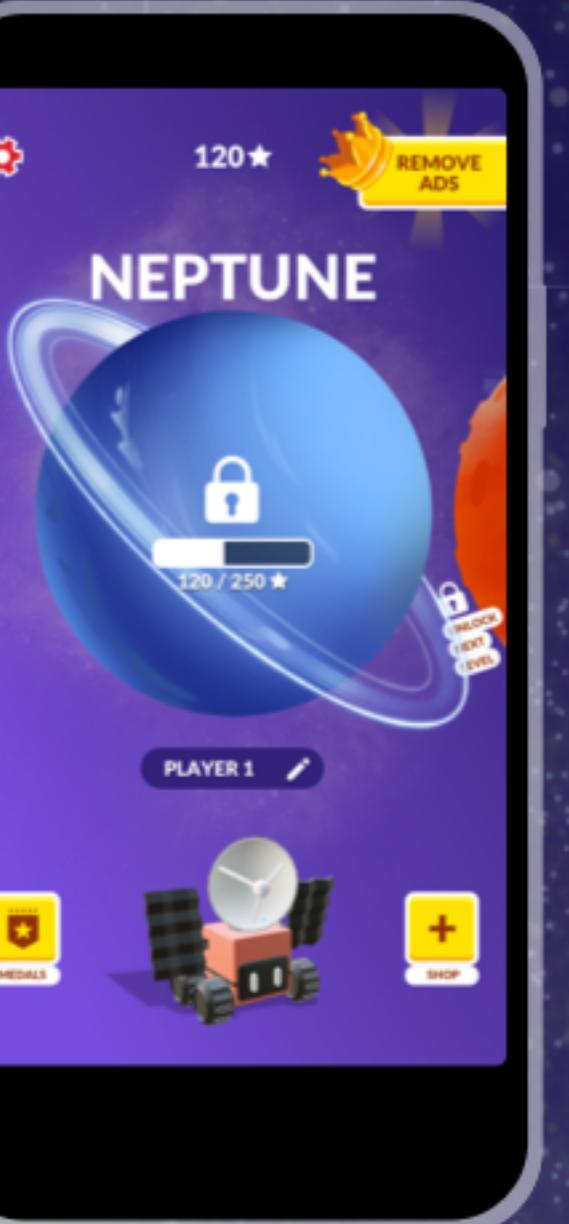
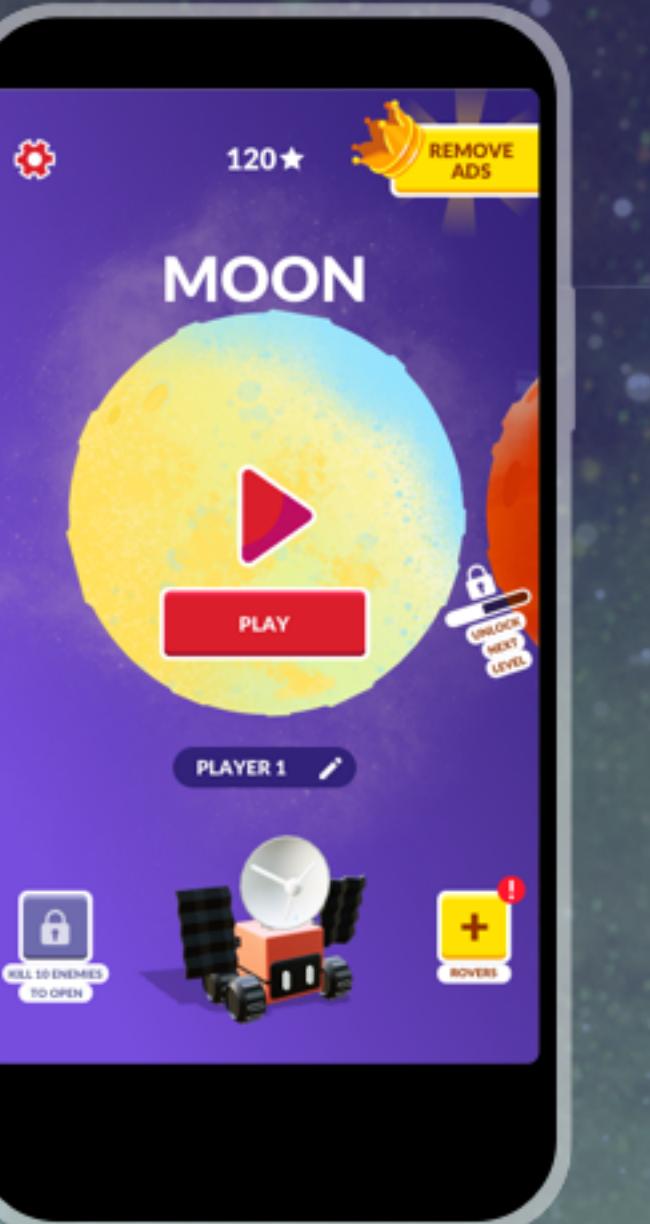
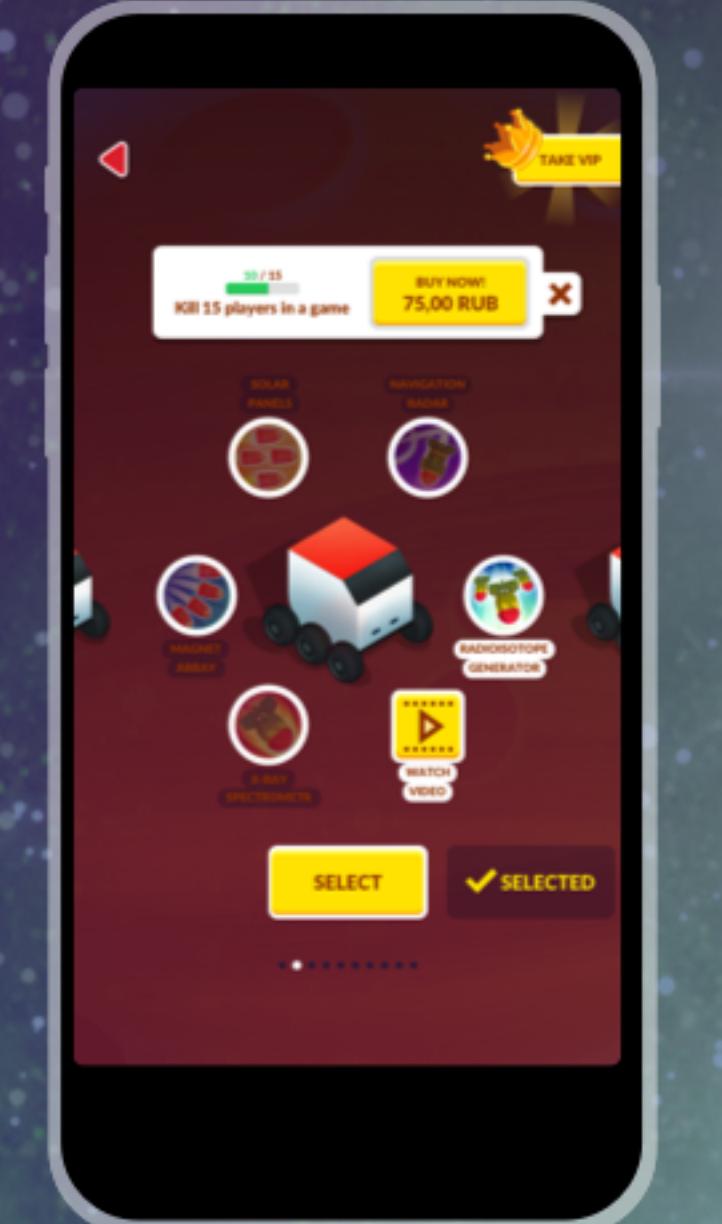
It was important to work on the game by performing cyclic iterations - for testing changes and measuring metrics by varying the style, colors, and location of elements. Thus, changing the Shop Button style and placement made possible to grow retention by a significant number of percent.

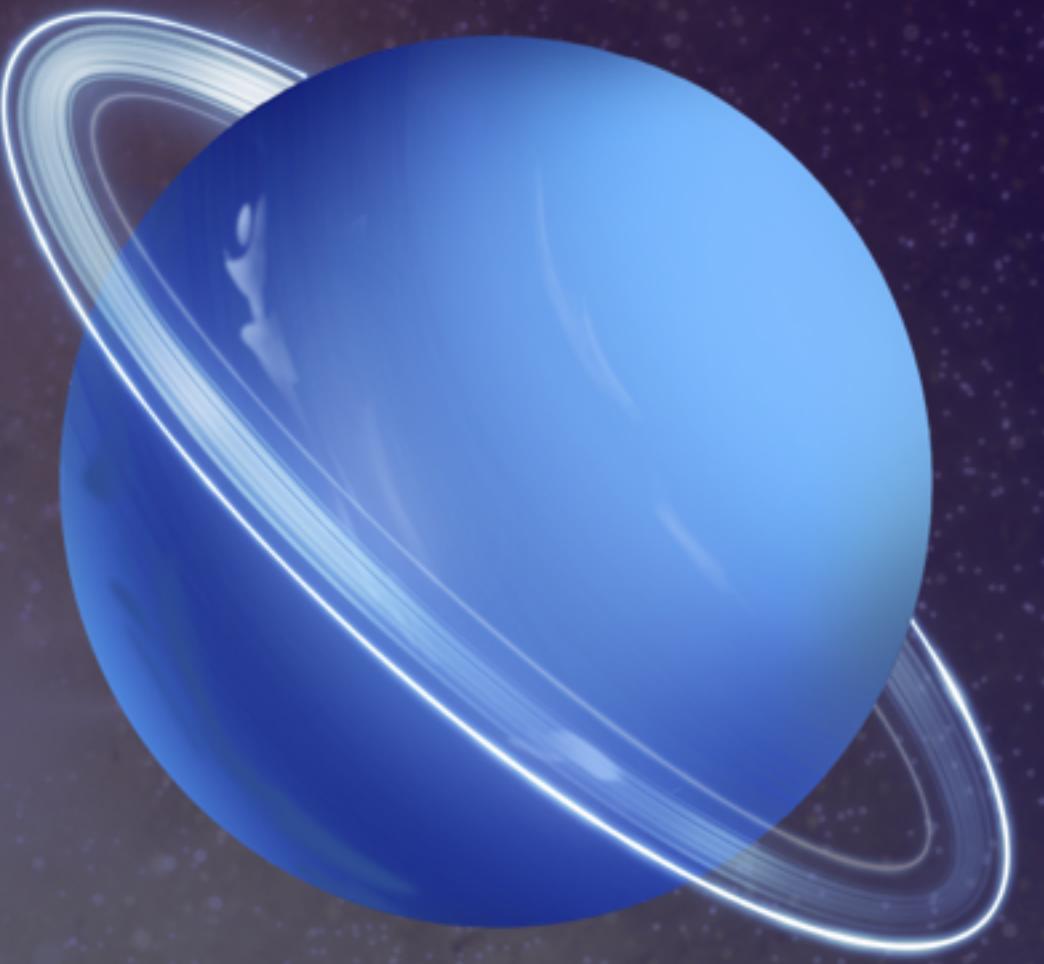
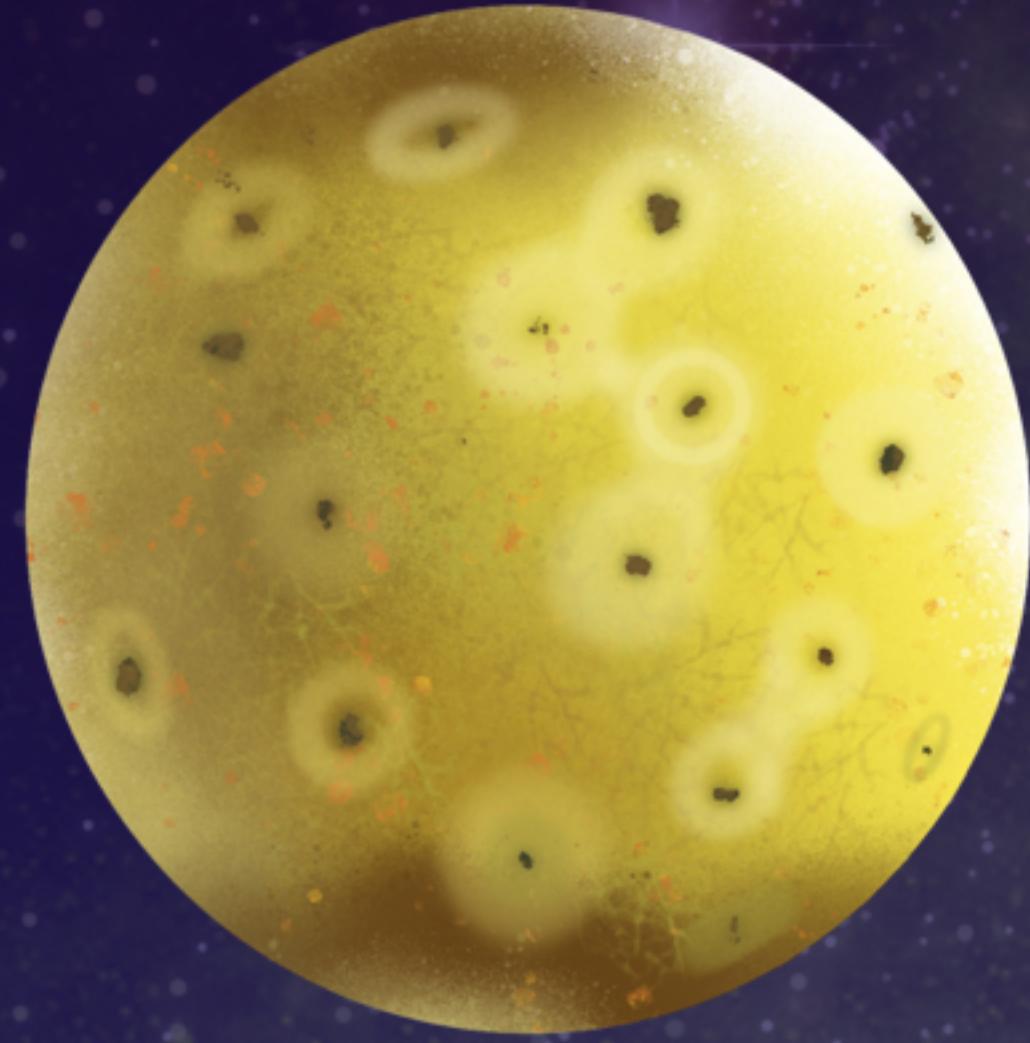
For the game, we chose a colorful and catching interface with a bit of space style, quite casual, avoiding hardcore stylistics.



## SPACE VEHICLES

In this casual game, you need to travel across the solar system and battle with opponents on space vehicles. For the game I made over 60 screens and all visual graphic (3D, UI and Illustrations).





A very interesting task was to draw illustrations for two dozen planets where the game takes place. I made all the illustrations in **iPad Procreate**, exported them to **Sketch**, and delivered them to the developers using **Zeplin**.

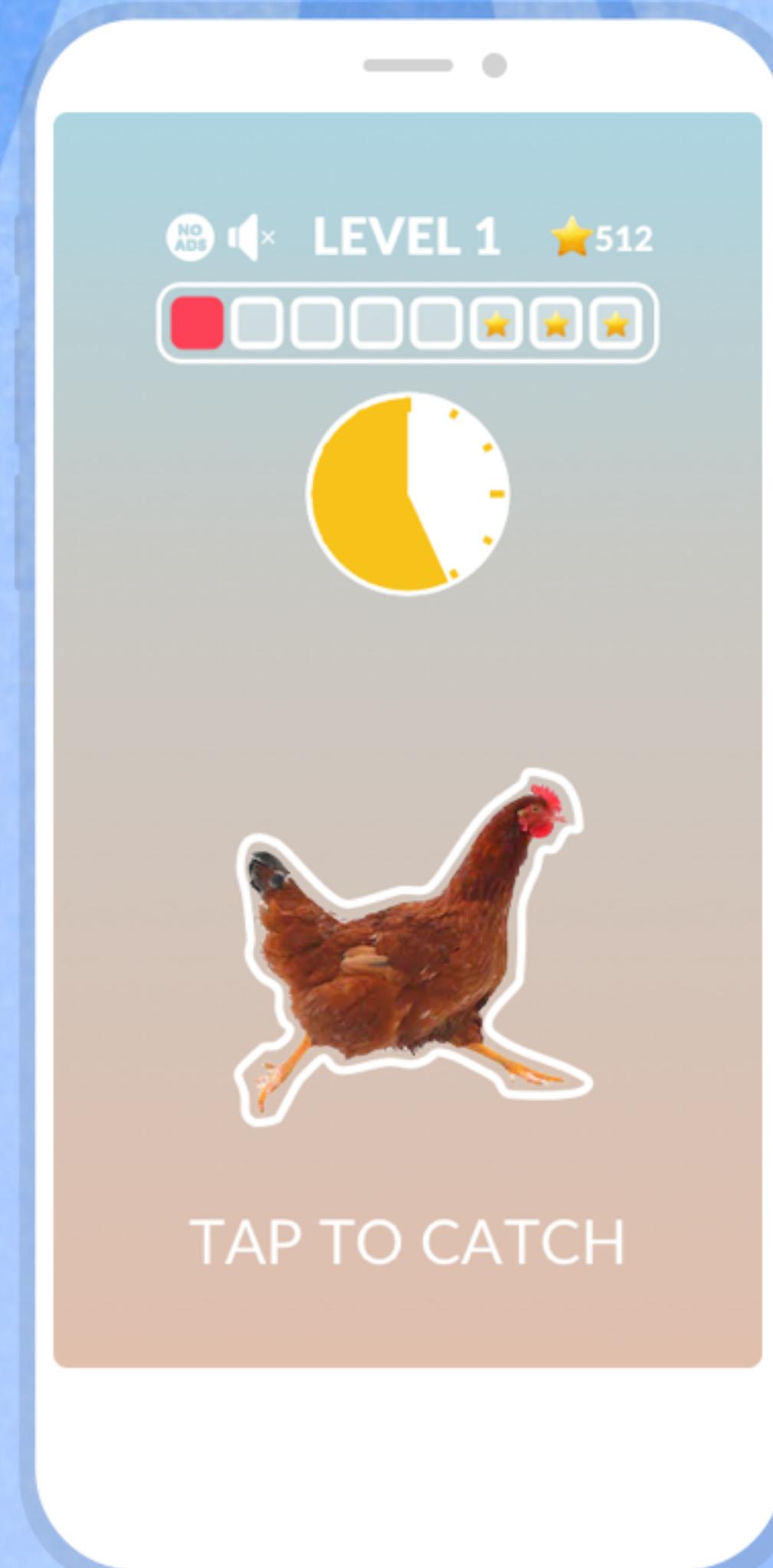


## SPACE VEHICLES

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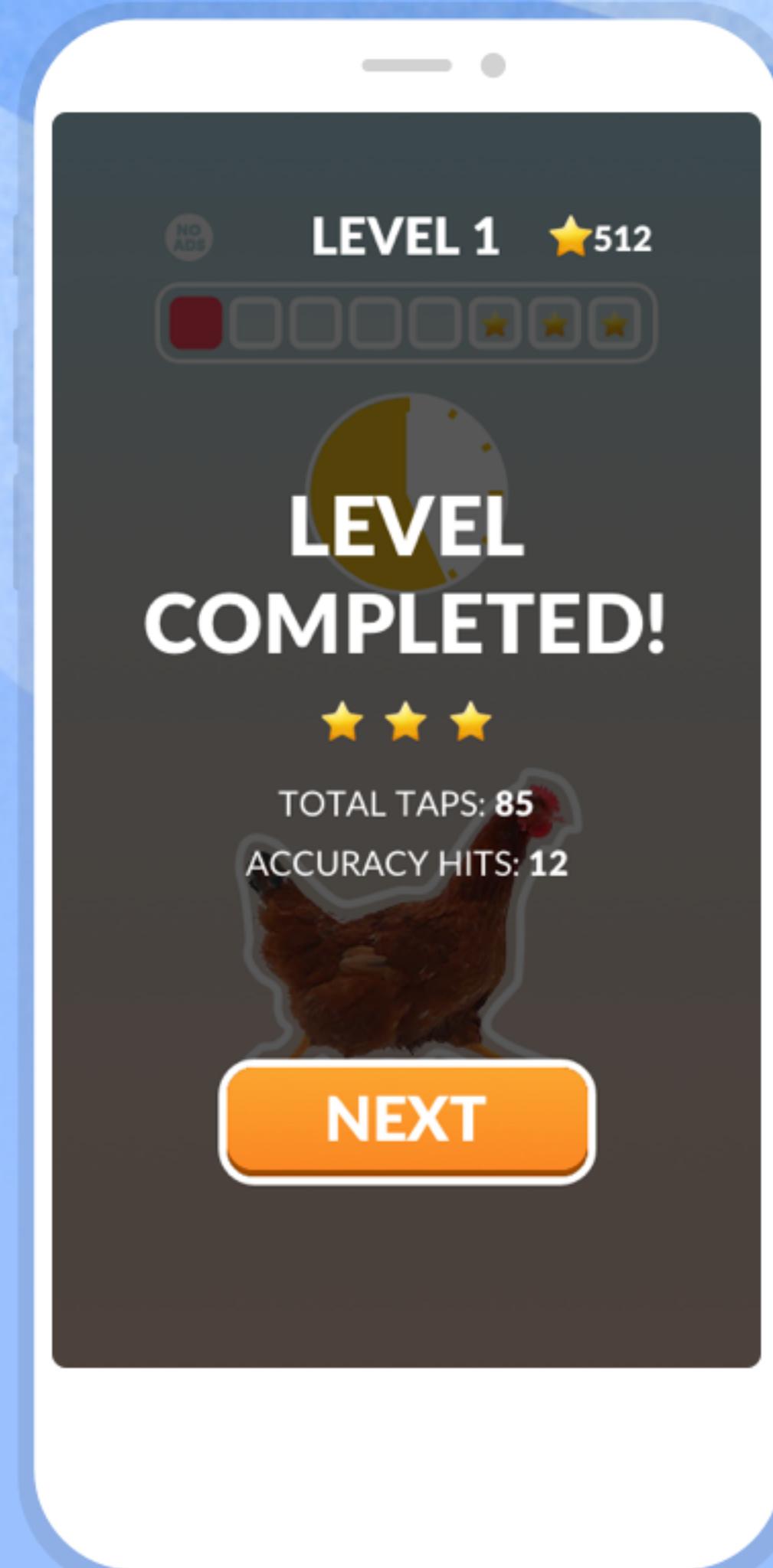


For this game I made all graphic materials in a very short time. Design for hyper-casual games should be done fairly quickly, as the testing period for prototypes can be up to a week, and sometimes even several days. This is a simple 2D hyper-casual game where you need to catch a hen.



## CATCH THE HEN

Design for hyper-casual games should be done fairly quickly, as the testing period for prototypes can be up to a week, and sometimes even several days.  
This is a simple 2D hyper-casual game where you need to catch a hen.



# AFRICA

This attractive and cheerful game is intended for children ages 2 - 4.

Playing this game, a child will have a possibility to get acquainted with distinctive features of different animals, as there are few opportunities to do so for little urban citizen.





## AFRICA

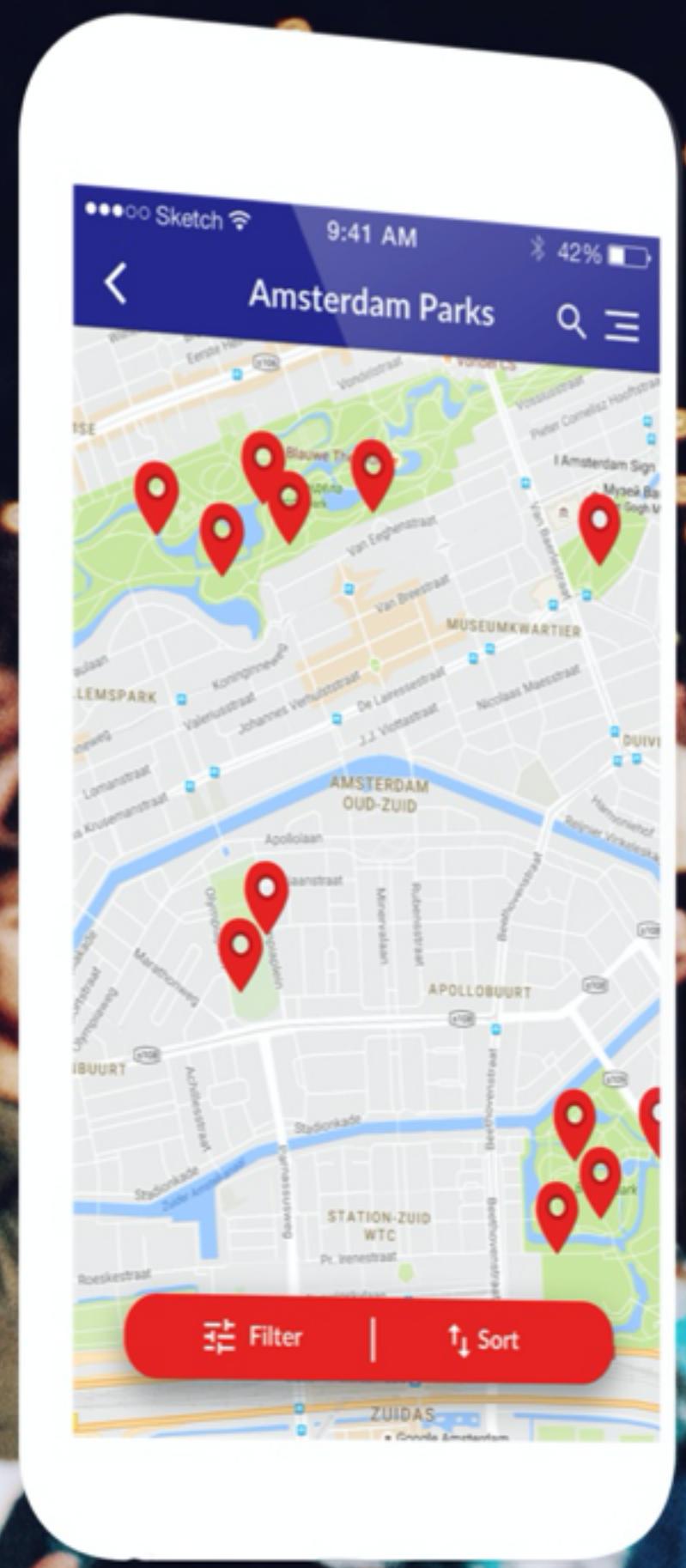
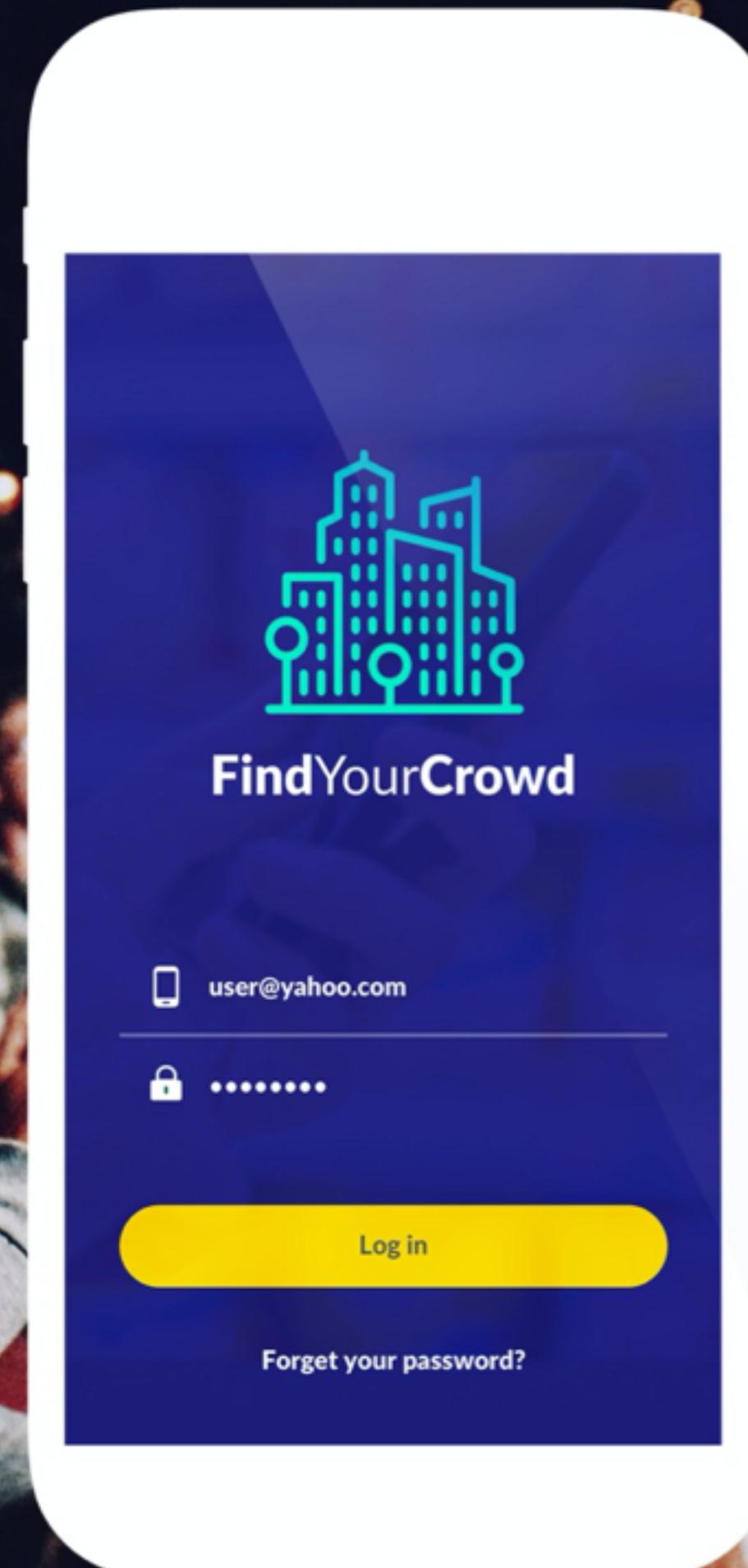
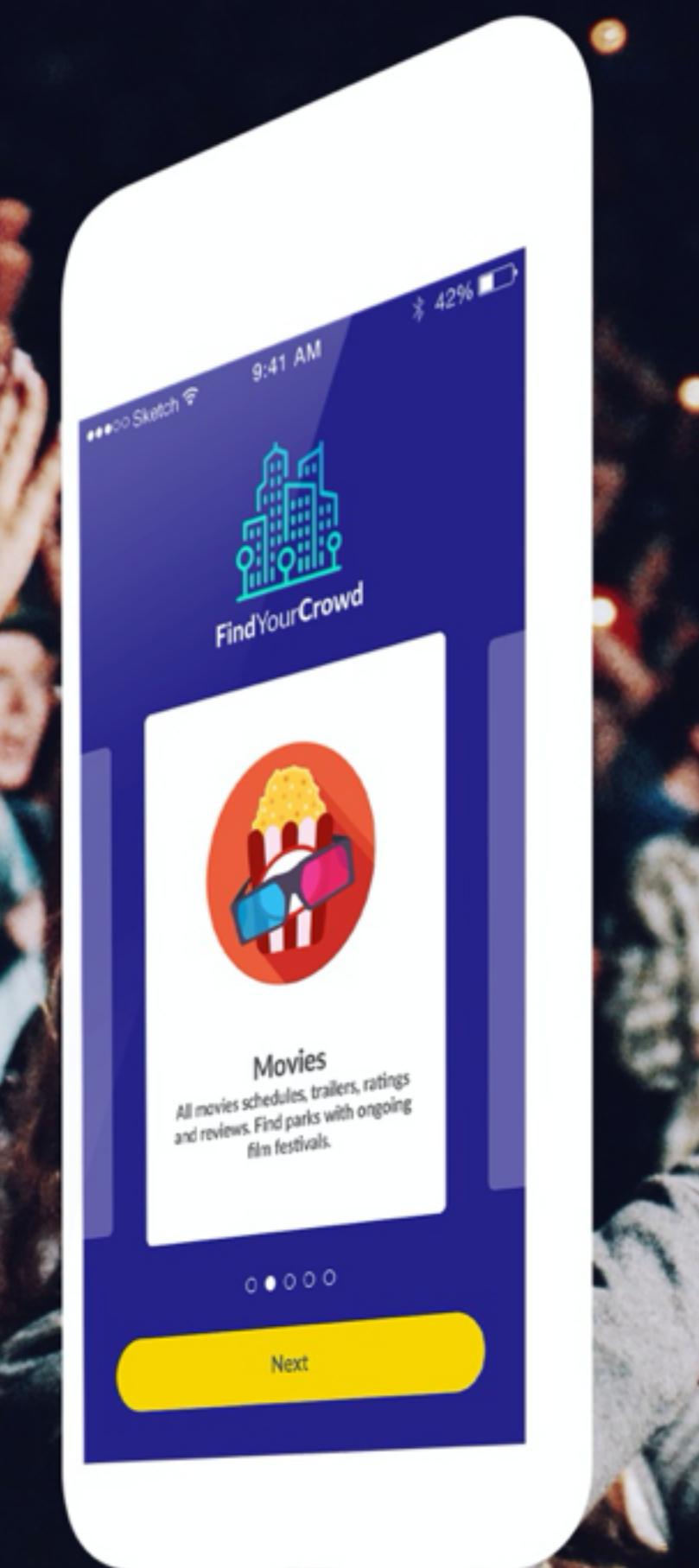
This attractive and cheerful game is intended for children ages 2 – 4. Playing this game, a child will have a possibility to get acquainted with distinctive features of different animals, as there are few opportunities to do so for little urban citizen.

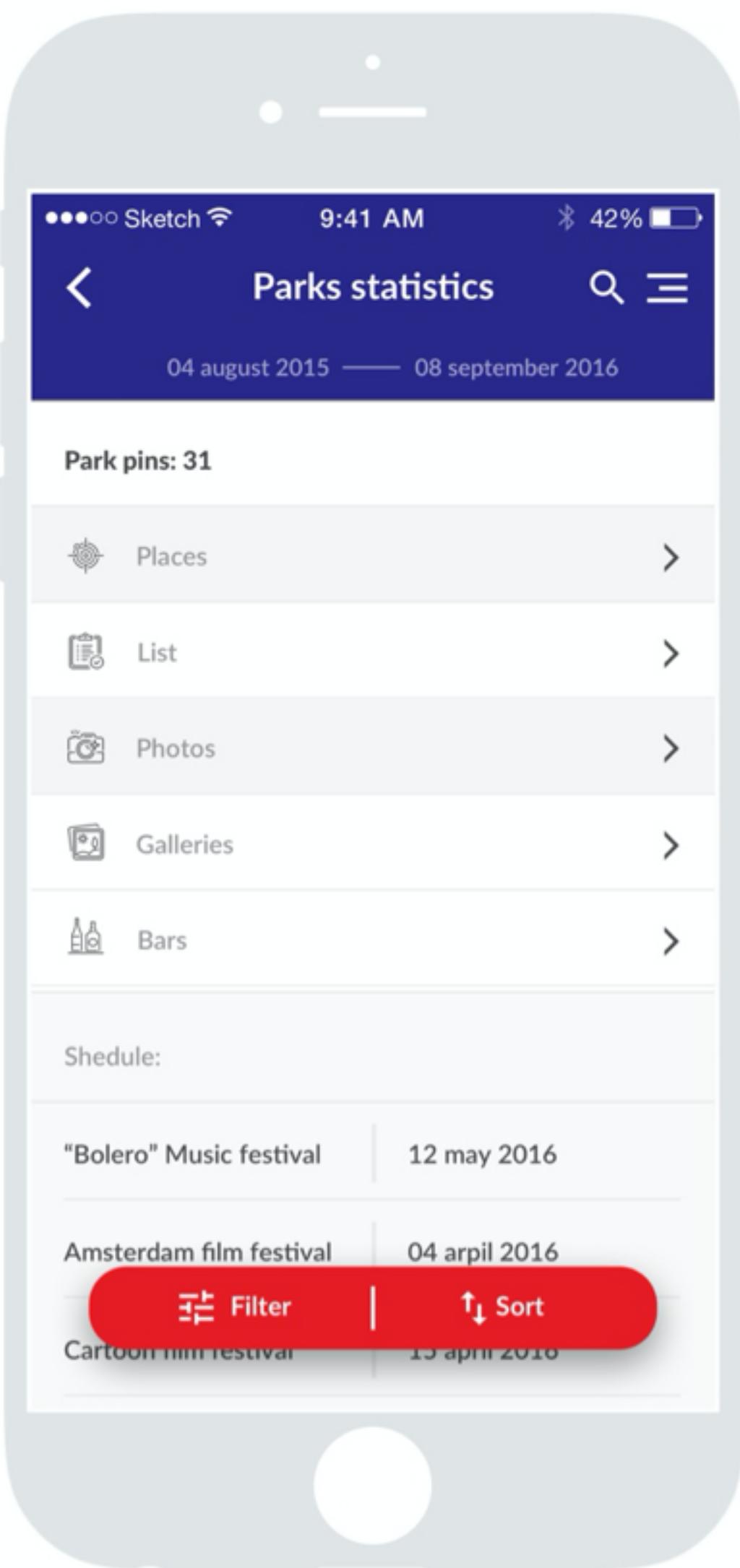
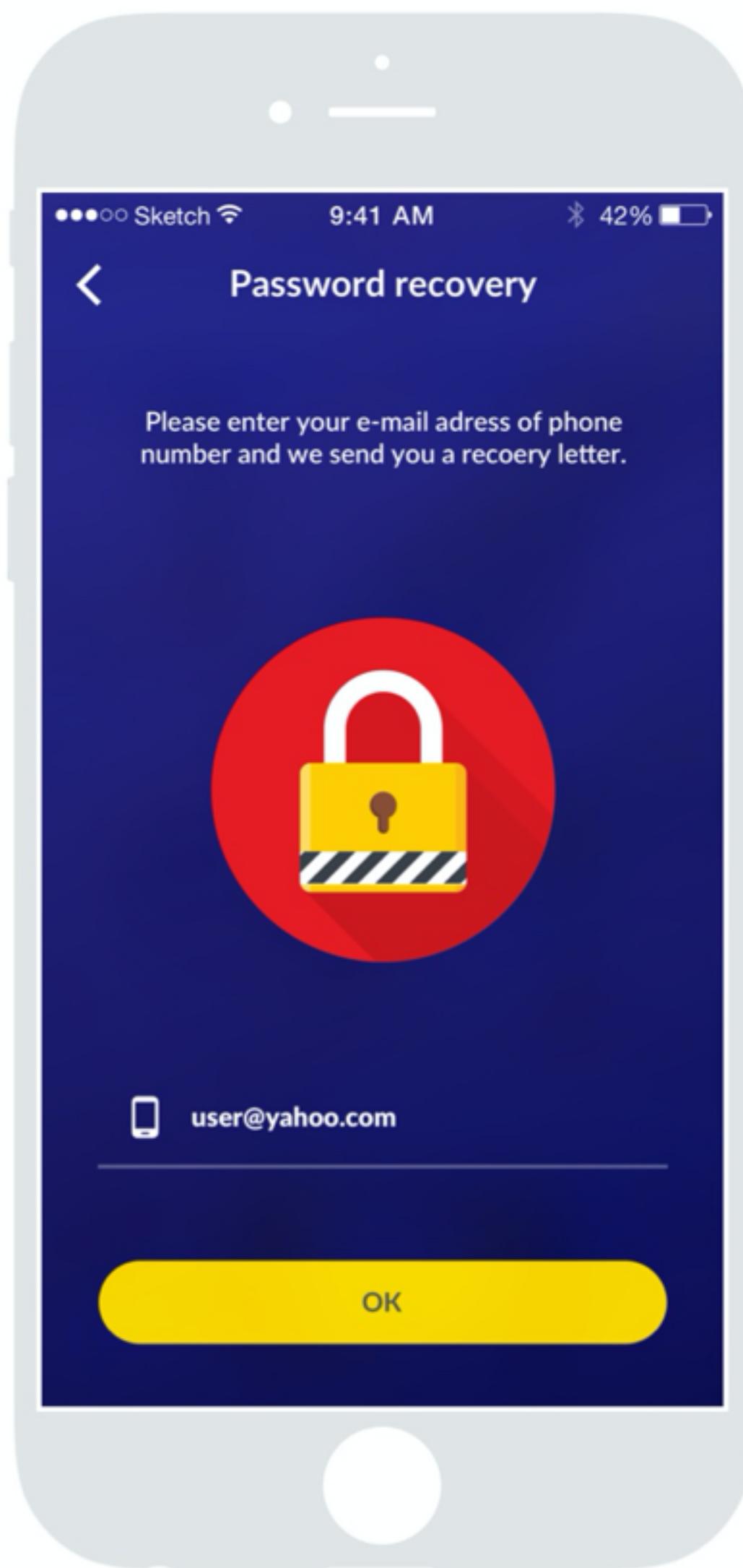
The game is based on the following principles:

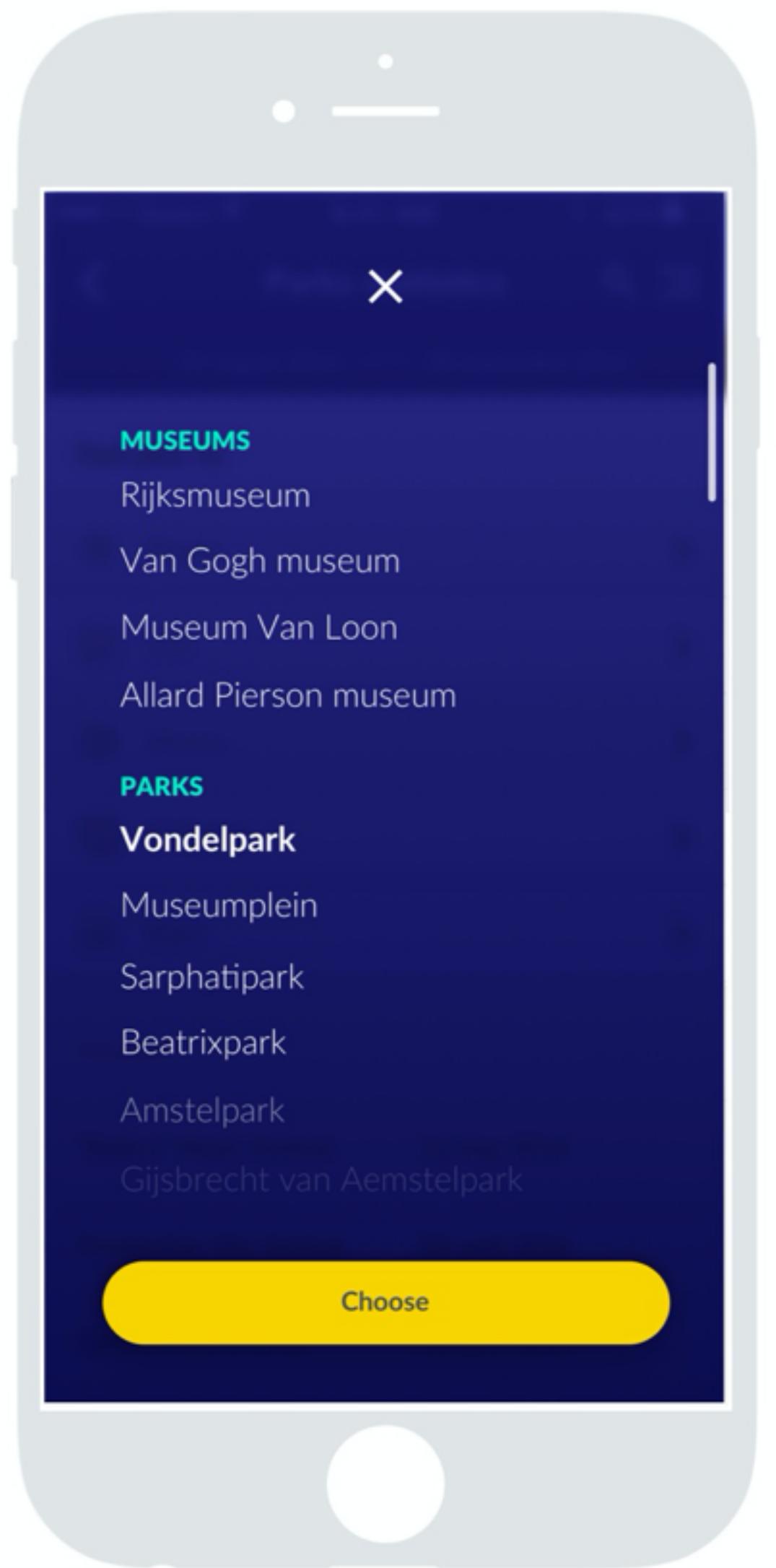
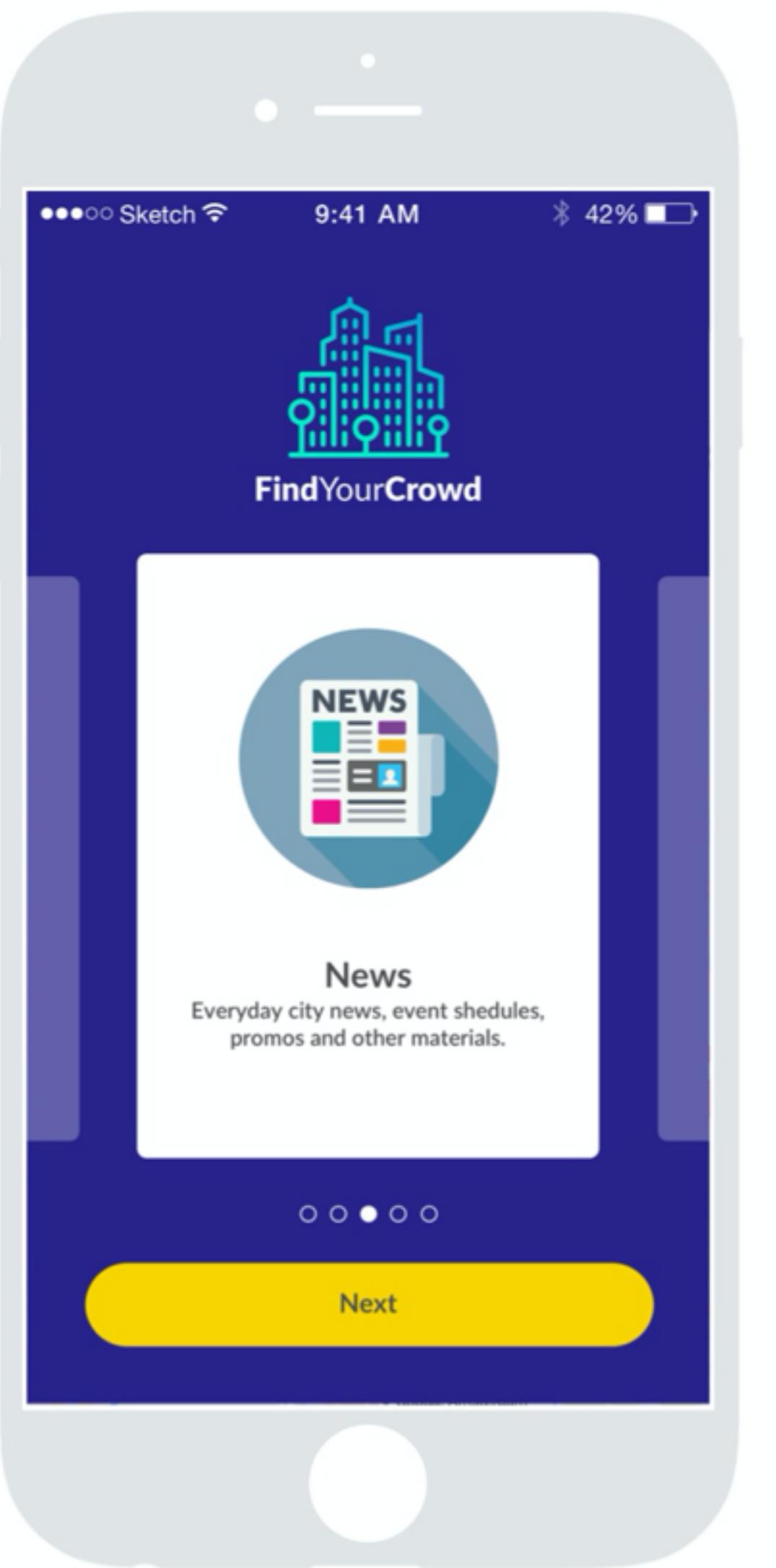
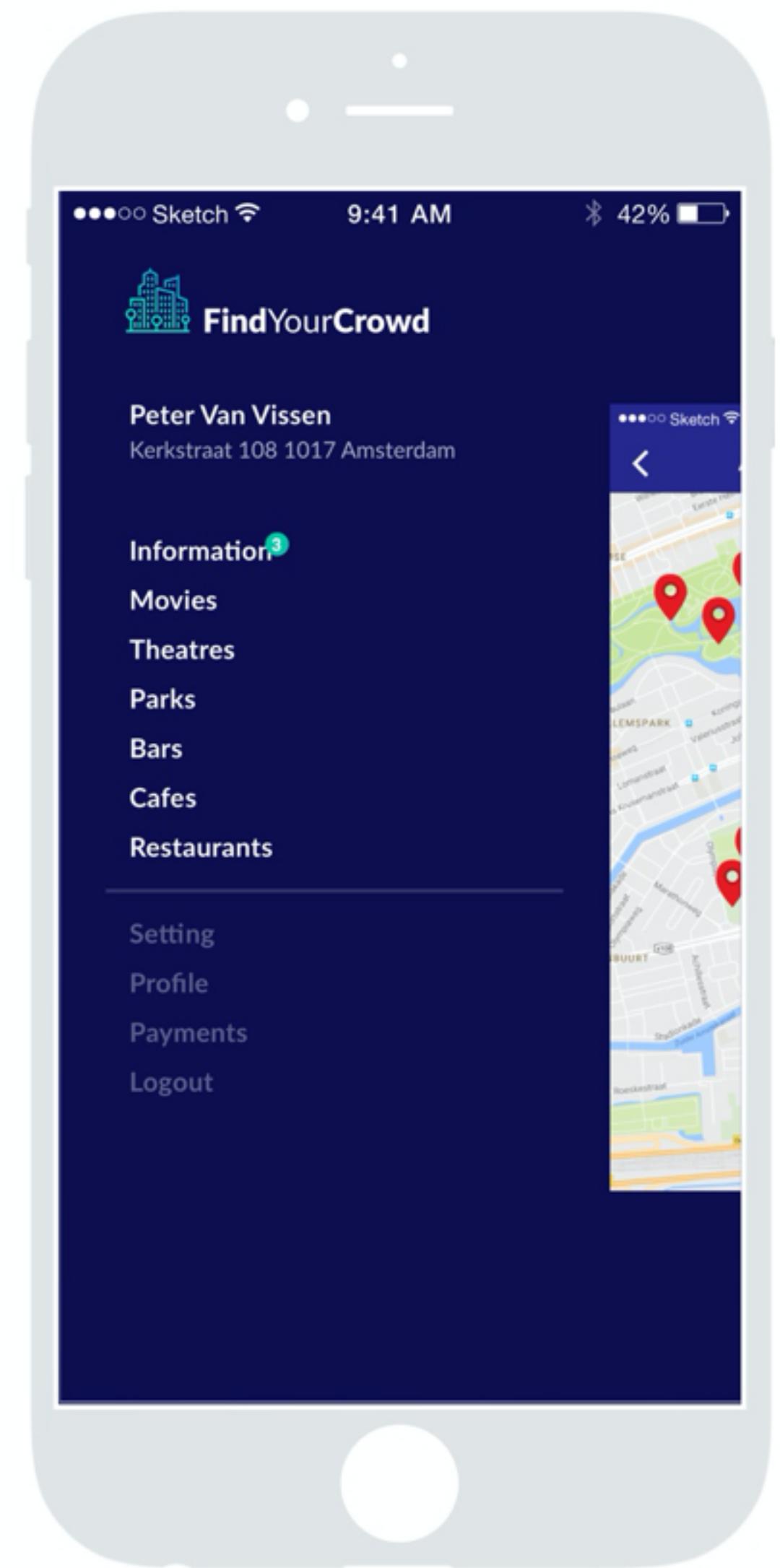
First, a child should be active while playing, in other words to use their imagination and knowledge.  
Second, a computer game should not distract a child from reality, on the contrary, it should broaden their world concept, appeal to their experience.

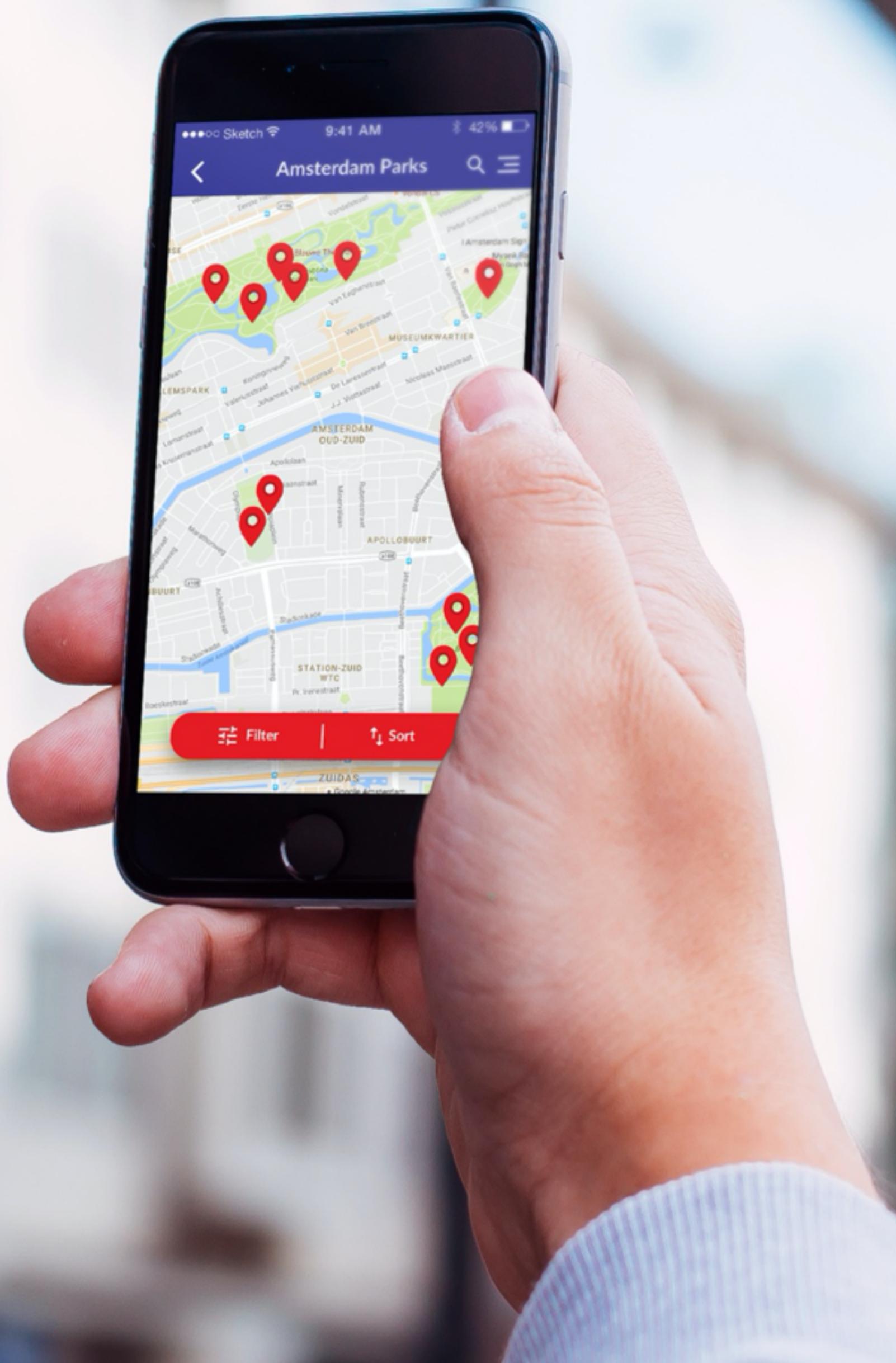
# FindYourCrowd

Service for searching crowds of fun people,  
events in parks, city cafe shops, amusement places.









## OVERALL SITE STATISTICS BY VISITORS, CITIES, COUNTRIES ETC.

