

Max Turu

Prototyping — UX — UI — Graphic —
Front-end — Coding



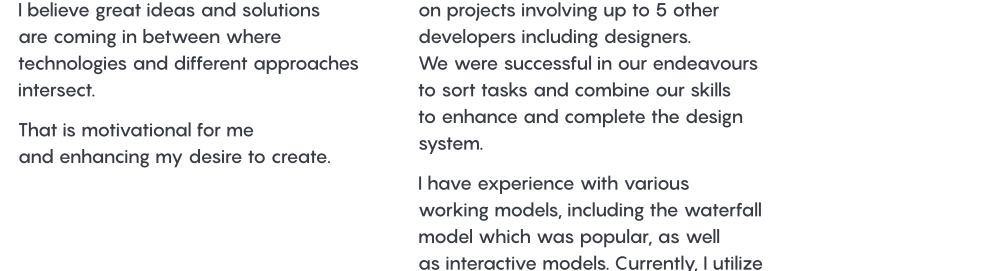
Art Director
Senior Designer
Front-End Developer

38 years old — 10 years design
experience
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PROFILE

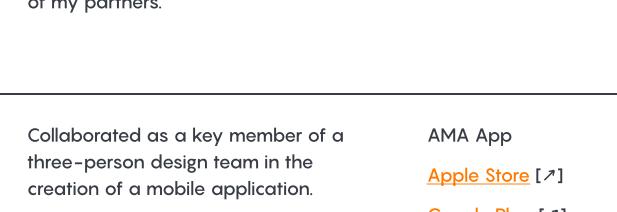
Hi! My name is Max. I am a user & customer experience design expert. My direct specialisation is to develop interface that works for your business and sells your service or products.

I treat all of my clients as partners. Before a project is started, I need to understand the business and the business's goals to ensure the design product is well synchronised with the business and works in unison for enhanced profit and congruence with established goals.



I am experienced in these platforms and services

- + Wireframe layout according to marketing vision
- + Typography and palette guide development
- + Responsive design layout for all actual devices
- + Interface interactions + Brandbook and print products
- + Pagebuilders + HTML/CSS/JS



INSPIRATION/WORKFLOW

My approach is to search and learn features across different graphics creating apps and apply those in my projects.

I believe great ideas and solutions are coming in between where technologies and different approaches intersect.

That is motivational for me and enhancing my desire to create.

I am also management savvy. I have worked independently as a freelancer, paying attention to meet deadlines.

In terms of team work, I have worked on projects involving up to 5 other developers including designers. We were successful in our endeavours to sort tasks and combine our skills to enhance and complete the design system.

I have experience with various working models, including the waterfall model which was popular, as well as interactive models. Currently, I utilize an effective agile methodology which is constructive for a successful start. I am also utilizing kanban with some of my partners.

PROJECTS HIGHLIGHTS

Mobile App Design

Collaborated as a key member of a three-person design team in the creation of a mobile application.

AMA App

[Apple Store](#) [↗]

[Google Play](#) [↗]

Assigned specific responsibilities, focusing on the following areas:

- Home screen design
- Member profile design
- Buy and sell functionalities within the community section
- Rewards section design

Contributed to the successful completion of the project. App released March 2023.

UX Research & Prototyping

I have accomplished projects where I was involved with research and competitor analysis.

Relevant project excerpts

[EMG Session App](#) [↗]

[Live Auction App](#) [↗]

[Online Apartments Composer](#) [↗]

This involved focussing on the business owner's requirements and aligning them with target audience needs.

We subsequently developed a prototype and conducted rounds of tests with owner and target audiences.

UI Development

Along with research and analysis I've been working on design system development.

Relevant project excerpts

[Accounting System for Social Workers](#) [↗]

[Online photo book composer](#) [↗]

The idea in these cases was to set up UI base for future project expanding.

Online store development

My core responsibility in the past 4 years was to create conversion ready stores on the Shopify platform.

Relevant project excerpts

[Koleda](#) [↗]

[Grossoshop](#) [↗]

[Clio Goldbrenner](#) [↗]

To achieve the best results I read analytics, hotjar records, made hypotheses, setup a/b versions to test.

Also I managed to create custom landing pages using page builders.

Corporate website development

Previously I received a contract and joined a brilliant startup called Corti, where I worked with branding agency on the new website.

Relevant project excerpts

[Corti](#) [↗]

[Arrange](#) [↗]

[Hologram Global](#) [↗]

[Makebe cool](#) [↗]

The distinctive part of this work was to create a website using Webflow page builder, which is brilliant in using and content management support.

I created all pages using Webflow, and that became a new milestone in my skills set.

Static and dynamic media and creative materials

I also created a branding and visual identity from time to time. For me, that is more of an alternative way to express creativity and dive into experimental research.

Relevant project excerpts

[1991](#) [↗]

[Mixfood](#) [↗]

[fnrz](#) [↗]

EDUCATION

2007

Pryazovskiy State Technical University (2002 — 2007)

Obtained Master degree in Computer Science

SKILLS

English Conversational
Attention to Detail
Grids
Color Sense
Visual Balance
Information Architecture
Marketing
Flexibility
Presentation
SVG

Conference Speaker

2011

Web Designer @ freelance

Art Director @ [makebe cool.com](#)

2014

Web Design Mentor @ [beetroot.academy](#)

2019

Web Designer

@ [corti.ai](#)

2020

Web Designer

@ [hologram.global](#)

2021

Web Designer

@ [1991.vc](#)

2022

UX/UI Designer

@ [ama.ab.ca](#)

Development of corporate websites and online stores. A key focus of the company is an adaptive, modern web design. I have experience in guidelines development, wireframing, e-commerce projects, corporate services, user experience and interface design, management of web designers. While being a senior web designer I was involved in planning, development processes, project architecture planning. I also composed a complete guide for the designer's workflow

I taught three groups of ten students. This was a pleasure for me. After my students' graduations, at least half of them obtained design jobs or launched their own startups. Some relevant links of my essential groups

[BDC-F2017](#) [BDC-S2018](#)

Design system support, marketing webpage development using pagebuilders.
Print production.
Application prototypes development.

Interior design composer design.
Website design and implementation using pagebuilders.
Print design production.
Pitch presentation design.

Web design system development.
Food delivery app design.
Print design production.

Visual communication update.
Design and website development.

Working with business requirement documents.

Competitors research, card sorting and building user flows.

Participating in ideation and presentations of new features.

Building interfaces for desktop and mobile services.

Creating marketing assets.

Design assets library support.

Establishing Personal Design Goals for a One-Year Plan.