



portfolio

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Hi, I'm Roman!



I'm a full-time Product Manager and Designer inspired by people and music. 5+ years of experience in B2B Services, cloud infrastructure, and mobile apps.

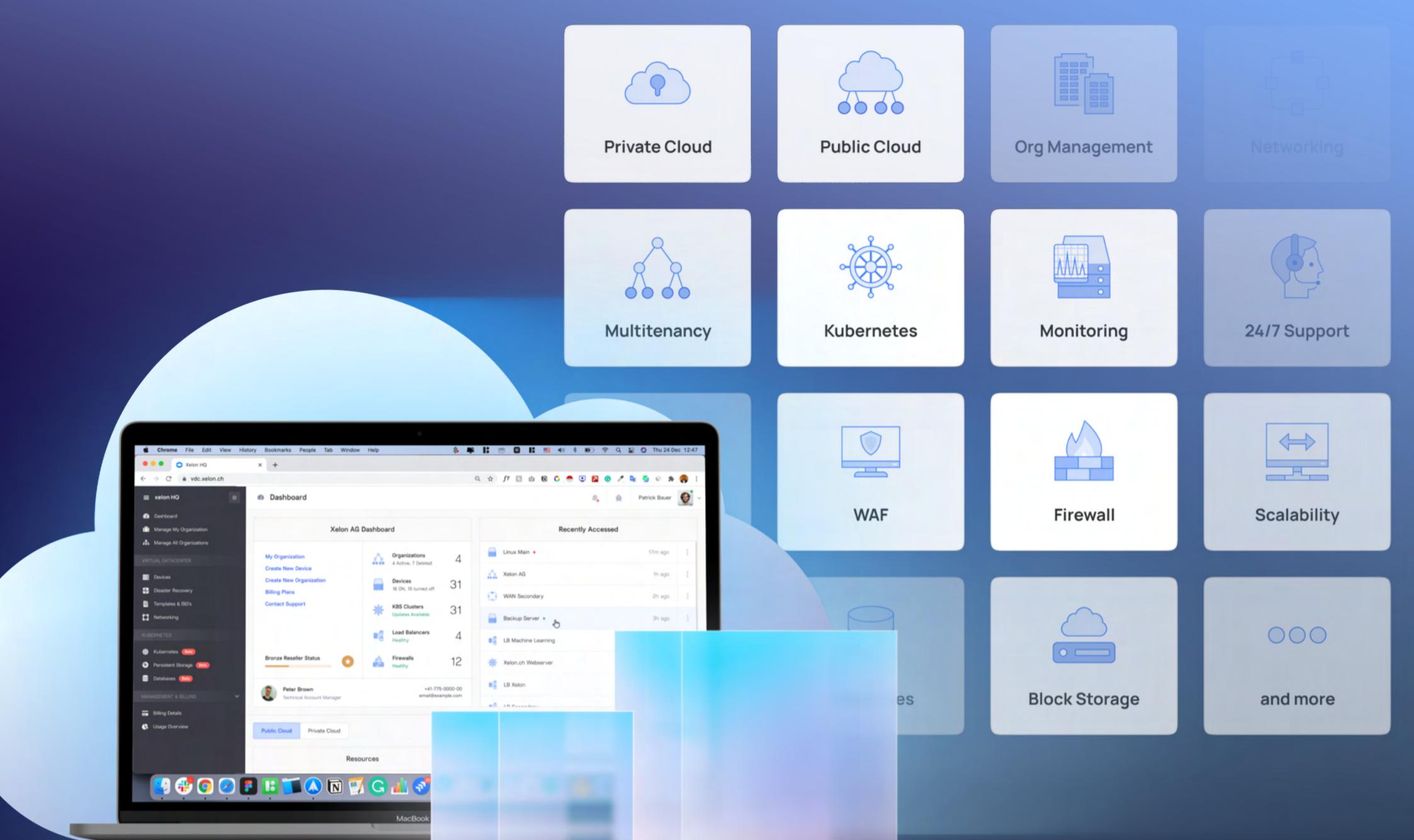
Eternal love for boxes and order. I can help your business to find the right box. Into reading, wellness, and mental health 🌱



2021

This year I experienced a steep learning curve in product management, helped to deliver a few big projects, and shifted my perspective on work and performance.

Product management helped me comprehend more details behind the business, users, and development.



Xelon HQ

Xelon HQ is a secure, hybrid cloud management platform.

Aimed at IT Service providers and SaaS companies, it allows to run and manage cloud infrastructure in the privacy-protected mountains of Switzerland.

Features, such as multitenancy, organization & user management help to run and scale highly available server infrastructure, save costs, speed up the provision and focus on customers instead of cables.

Role

Being the only designer was a challenge, but helped to gradually grow my skillset around fast-paced problem-solving.

My transition into Product Management increased the impact on the product, and opened more possibilities with the cross-functional team.

2018

Initial redesign,
gaining first customers

2019

100+ companies are
using the product

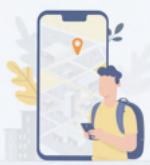
2020

Product becomes key
item in Xelon portfolio

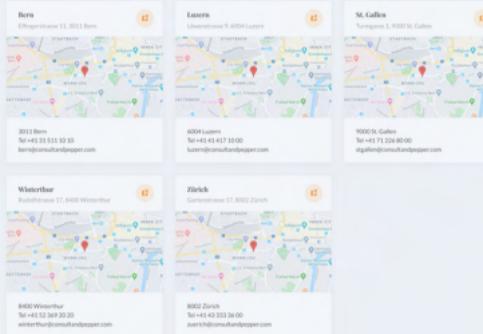
2021

400+ B2B customers

Adressen & Anfahrt
Unsere geografische Präsenz konzentriert sich auf die Standorte Bern, Luzern, St. Gallen, Winterthur und Zürich. Hier sind wir vor Ort mit schlagkräftigen Berater Teams vertreten. Die standortübergreifende Vernetzung gewährleistet Ihnen die Nutzung unserer Ressourcen und den Zugriff auf ein flächendeckendes und engagierendes Netzwerk.



Unsere Adressen



IT-Projektleiter (m/w) Ro-areal
Region Zentralschweiz, Vollzeit
Übernehmen Sie gerne Verantwortung und begreifen sich für das technische Umfeld? Dann könnte diese Position...

Softwareentwickler (m/w)
Region Zürich / Schaffhausen, Vollzeit
Möchten Sie die Zukunft mitmachen? Dann packen Sie jetzt Ihre Chance!

Agile SPS-Ingenieur (m/w)
Region Zürich / Schaffhausen, Vollzeit
Ein vielfältiges Arbeitsumfeld mit spannenden Karrieremöglichkeiten wartet auf Sie!

Zug mehr

Executive Search & Mandatshas

Berke Co-Leiter Digital Management (m/w)
Region Bern
Wir suchen exklusiv für Sie einen Co-Leiter Digital Management (m/w).

Dienstleistungsentwickler IT-Supporter (m/w)
Region St. Gallen
Wir unterstützen die LAVAFA

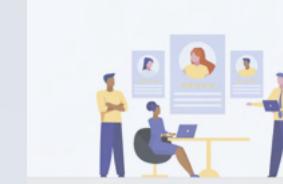
Mehr erfahren

Zug mehr

Software Entwickler (m/w)
Region Zentralschweiz, Vollzeit
Agile Team (DSDM, Scrum - sind dies Ihre Anforderungen an eine neue

(Junior) IT-Project Consultant (m/w)
Region Zürich / Schaffhausen, Vollzeit
Implementierung und Betrieb von Business Software-Projekten im agilen Umfeld.

Berufseinstieg für Ingenieure (m/w)
Region Zürich / Schaffhausen, Vollzeit
Tunen Sie in die Branche der Ingenieure ein und lancieren Sie Ihre Karriere bei Ihrem Wunscharbeitgeber.



Professional Recruiting
Solutions für IT & Engineering Positionen

Consult & Pepper berät und unterstützt Sie in der Suche, Selektion und Gewinnung von ausgewählten Fachspezialisten und Führungskräften aus den Bereichen IT, Engineering, Consulting sowie Finance. Sie profitieren somit von einer schnellen, sicheren und dauerhaften Besetzung von Schlüsselpositionen.

Kontaktieren

Berland

record

ad cubum

Unsere Dienstleistung

Basierend auf Ihren Bedürfnissen erstellen wir ein modulares Angebot, das den spezifischen Anforderungen Ihres nicht direkt von Ihnen geschafften Profils ab - sei es von ei...

.NET-Entwickler oder der neuen CTO. Aus folgenden Formen der Zusammenarbeit haben Sie die Wahl:



Mandatshas
Professional Search

Erfolgshas

Massenschwärme
Sourcing Lösung

HR Recruiting



Team
Mutatis ad altera sedem utrumq[ue] uero sit. Modestum est quippe pars h[ab]it uero inveni. Maxime sed ducimus haec uero. Miseris ut arer non magna. Maxime haec molles intundit. Imager pressus et uita uero uero datus posse.

20+ Erfolgreiche Jahre in der IT-Engineering-Beratung

30+

650+ Mitarbeiter mit Frist- und Absturz im Bereichswirtschaft oder Psychologie

7000+ glückliche Unternehmen, welche von unseren Anstrengungen Uebrig lassen

Nächste Schritte

- 1 Diese und viele Adu. Curabitur blandit tempus porttitor.
- 2 Cras justo odio, dapibus ac facilisis in, egestas eget. Lacinia sapien id sem.
- 3 Nullam et dolor id ornithologiae metacris.
- 4 Success!

...Zur Dokumentation

Kontaktieren

Ruben Schell

Francesca

Ursula Reichenbach

F. Dostal

...Zur Dokumentation

Consult & Pepper

Designed and managed the homepage project (brought by Xelon AG) for the Consult & Pepper AG recruiting agency – one of the best companies for your IT and executive-level employee search in Switzerland.

A tricky project journey, but I helped to land the client and deliver a quality result by all means necessary.

I worked with Roman on a homepage project and found him to be a competent and personable person. Very easy communication, quick feedback and always available – and in addition focused on finding a pragmatic solution.



Noel Kaeslin

Project Manager at Consult & Pepper AG

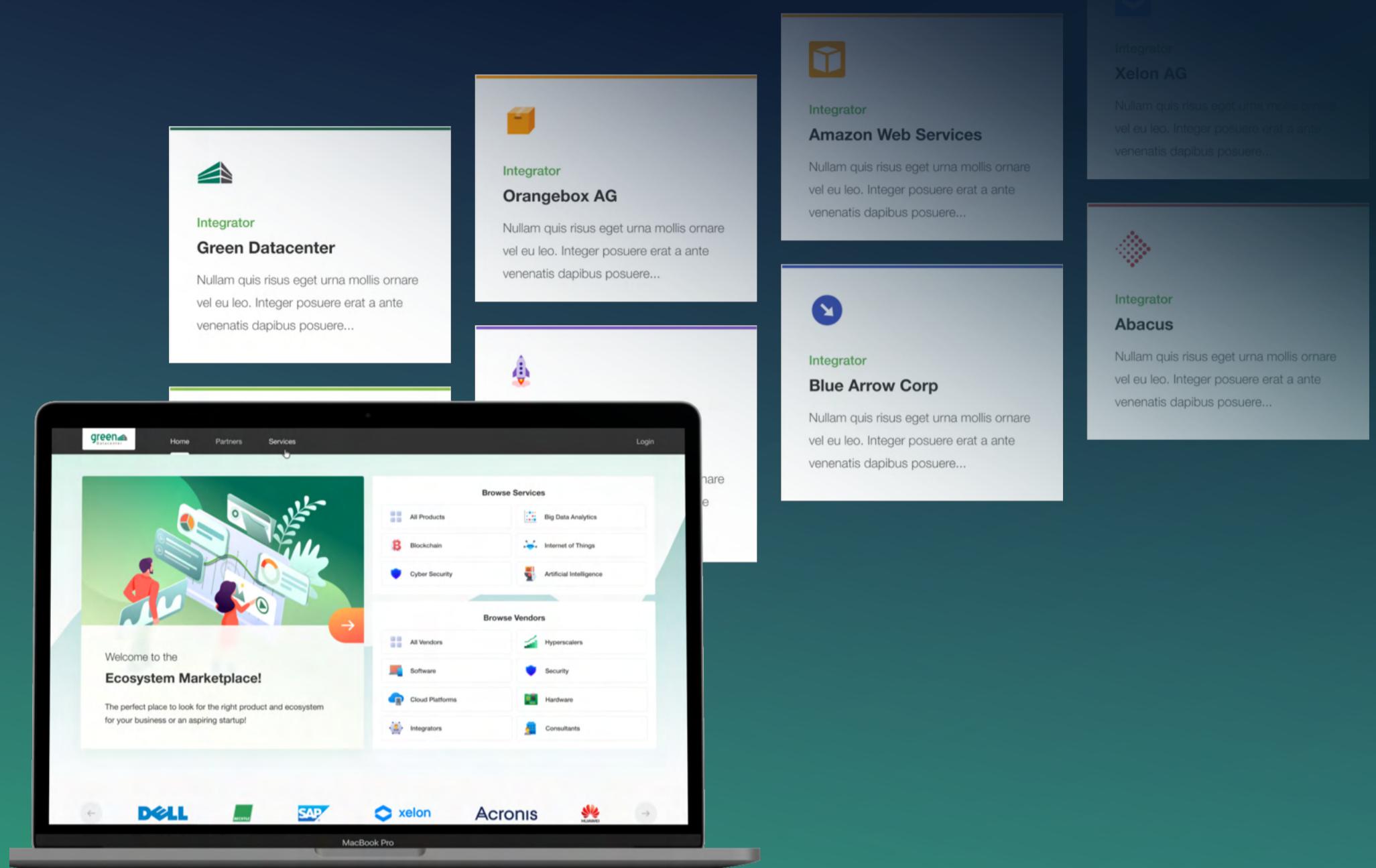
Designer, project lead role

4 months cumulative project length

2020

In 2020 I decided to challenge my abilities. At its highest, I was designing four projects at a time (and leading two of them). It was an insightful glance into my productivity and stress resistance.

Having delivered those projects successfully, I got an opportunity to become a product manager at Xelon AG.



Green partner marketplace

Designed and led a project (brought by Xelon AG) for a partnership-based marketplace for one of the biggest swiss IT-service providers. The functionality was split into client and admin parts.

The key functionality of the client-side includes:

- applying for a partnership
- browsing partners by industry
- browsing services by partners
- browsing services by topics

The win

The project started a fruitful partnership with my main client (Xelon AG) and helped to dramatically increase the revenue.

Designer, project lead
role

1 month
cumulative project length

Xelon HQ Navigation

How internal card sorting helped us to tailor the navigation for two personas

Introduction

Xelon HQ is a web application for cloud infrastructure management.

Over time, we built more and more features, which were inflating the menu size. The question was, how to properly regroup the menu, so that it's smaller and still clear.

Customer Segments

We mainly target two customer segments — IT Service Providers and SaaS/Development Companies. The menu must make the key functionality easily accessible for both of these segments.

IT Service Providers

- provide the infrastructure to their customers
- expand service portfolio
- need org management & managerial features to cut costs and increase speed
- employ more managerial roles

SaaS/Development Companies

- need infrastructure mainly for themselves
- use a defined list of services
- need features to avoid supporting work: monitoring, reports, snapshots, etc
- employ more technical roles

Objective

- Make the menu smaller, which would also impact the start of the learning curve
- Make sure key functionalities for both segments can be easily accessed
- Make sure menu items frequency is comparable across segments
(number of popular/less popular/least popular items must be comparable for two personas)

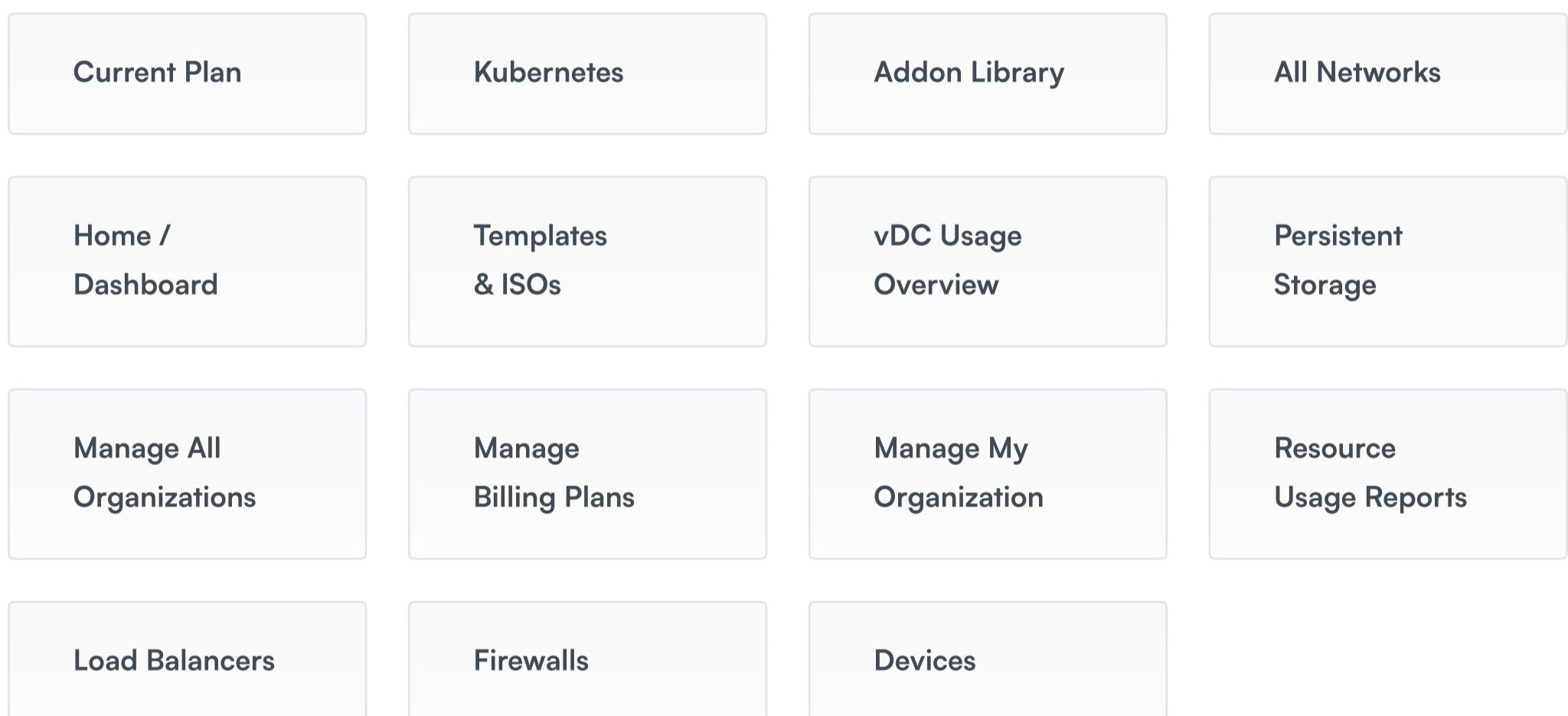
Prerequisites

At the start, we only had the data on menu clicks. It was enough to define a few menu items “to deal with”, but nothing about the way to do so and where to move those functions.

I’m a fan of the principle “If you can answer some of the questions with cheaper research, do it first”. Based on that thought, I decided to perform an internal card sorting with members of my team and see where it gets us.

Card Sorting

Our “too big of a menu” had 15 items in question (randomly sorted):



The challenge of this card sorting was the number of participants. Having only 7 people was detrimental to statistical significance, so I had to do something. I could increase the number of participants, but at the time it was only viable for the team members to participate.

With that in mind, I’ve decided to add another level of abstraction and introduced an additional step. After the participant had grouped the items, I asked if any of the items inside the groups could be merged or shown together. This added another set of “links” between some of the menu items and made the outputs a bit more tolerable.

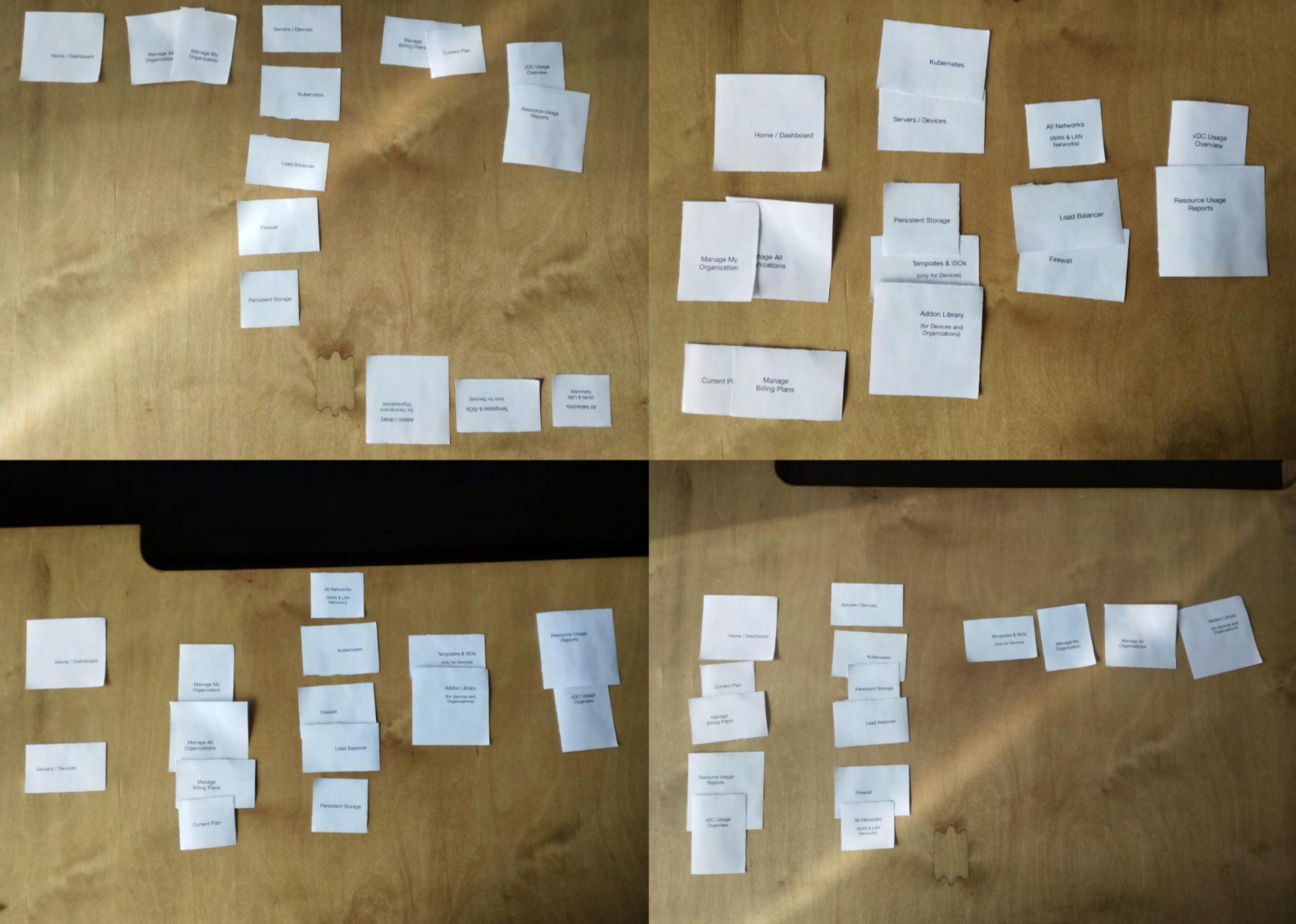
Interview tip

While moderating card sort for navigation, ask participants if any of the items inside the groups could be merged or shown together.

Typical interview

For the moderated interview, I briefly talked to each participant and walked them through the following steps:

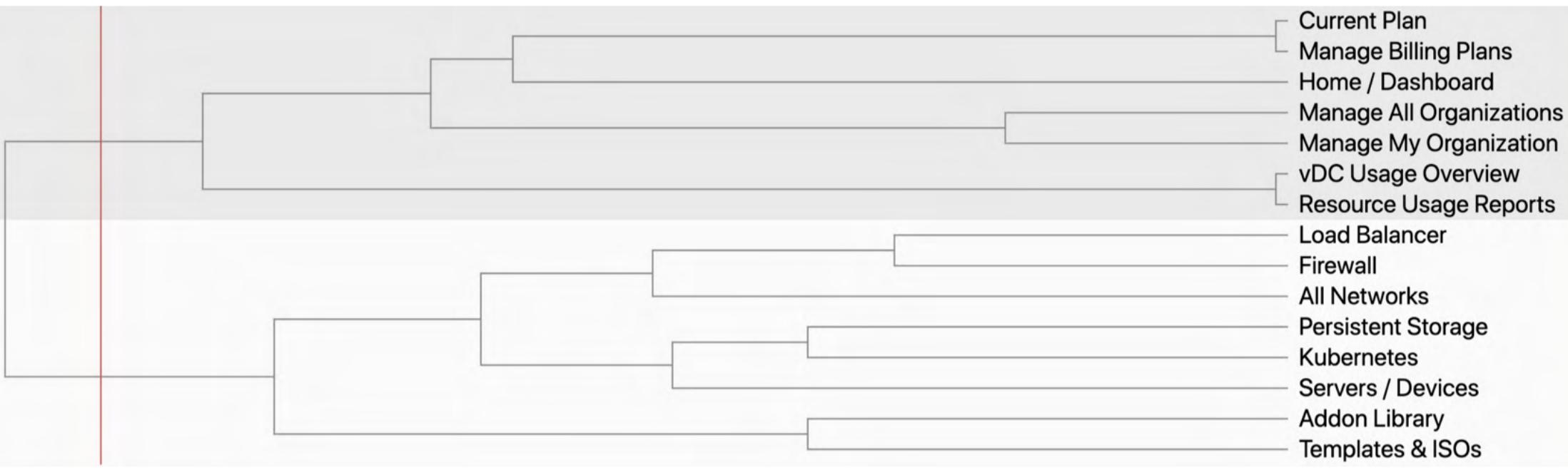
1. Before the start: short interview about general thoughts of current navigation, likes & dislikes
2. “Please, take a look at the cards and feel free to ask questions if some are unclear”
3. “Can you put the cards into groups by their theme or purpose? If there are some that you can’t put into a category, set them aside or rotate them”
4. Clarifying questions from both sides (most of the qualitative insights were found in this step)
5. “Can any of the items be merged or shown together? If so, please put them together”
6. Closing discussions



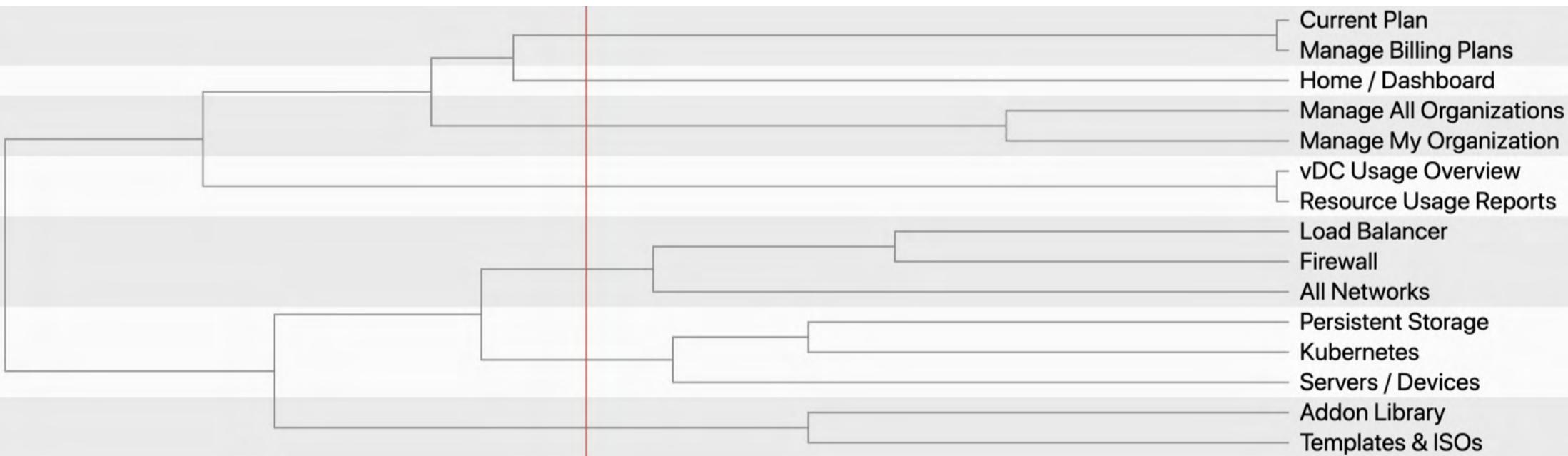
Some of the shots I made to document the process

Outputs

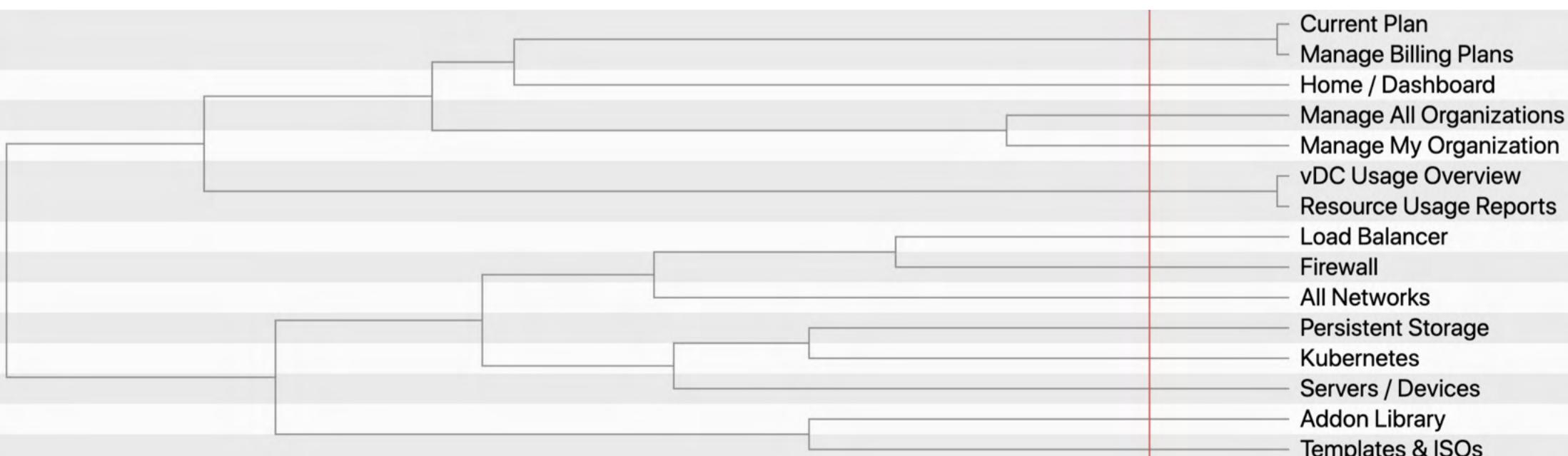
After some nitty-gritty transfer into a magic blackbox, it has produced the following dendrogram:



Top-level split: managerial/operational functionality



Mid-level split: functional groups



Bottom-level split: trivial groups

Did it work?

After seeing the outputs and having a few conversations, I decided to merge some of the items on the bottom- & mid-level splits:

- Current Plan + Manage Billing Plans = Billing Details
- vDC Usage Overview + Resource Usage Reports = Usage Overview
- All Networks + Load Balancer + Firewall = Networking

In a month or so, we also deprecated the “Addon Library” for its lack of use. And so, after this experiment, we ended with 10 menu items instead of 15 at the start.

How we measured results

All of our users are assigned to a specific company. Handily, this creates an interesting correlation:

- the more unique users & less unique organisations are interested in a feature – the more interesting it is for SaaS/Development Companies
- the more unique organisations are interested & less unique users — the more interesting it is for IT Service Providers

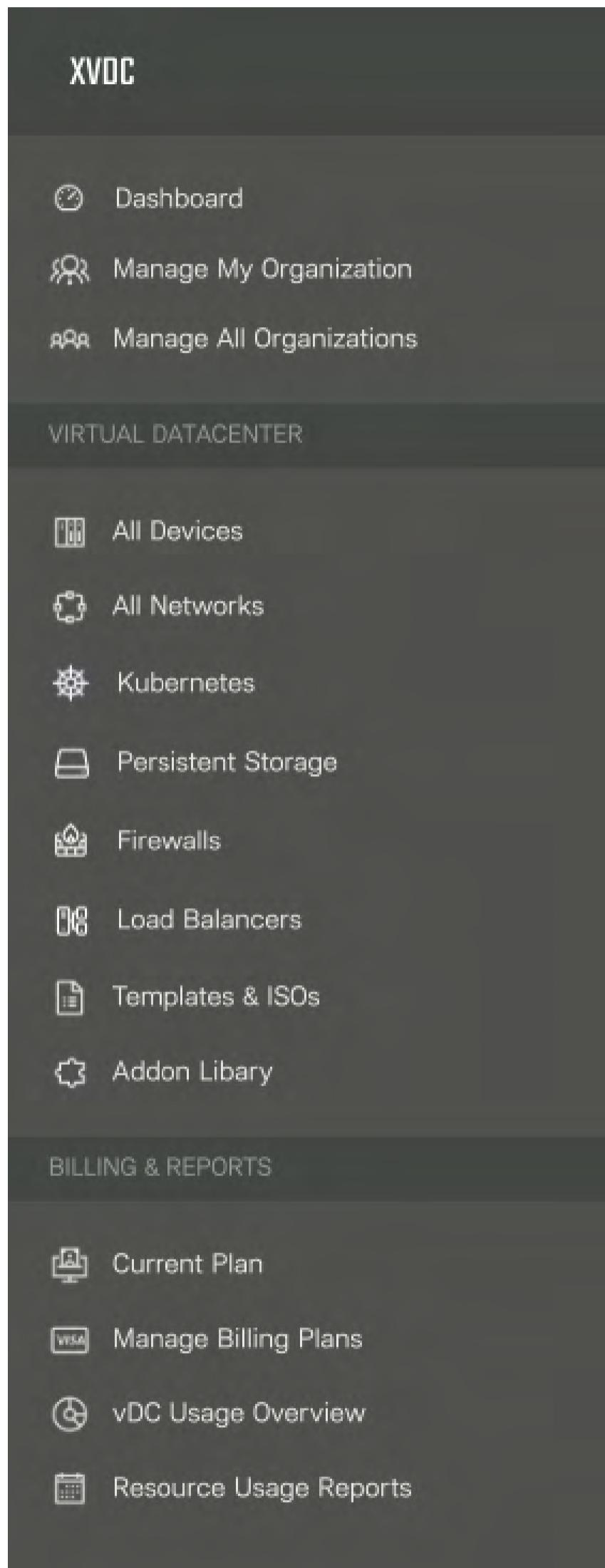
Over time, this correlation has helped us to confirm the menu differentiation by persona (won't mention the period of click records to protect the sensitive data):

Menu item	Users	Companies	Total clicks	Clicks/user	Clicks/org (scaled)	Delta	
Manage All Organizations	212	124	6450	30,42	33,38	1,10	More popular with IT Service Providers
Usage Overview	130	77	954	7,34	7,95	1,08	
Templates & ISO's	167	103	1175	7,04	7,32	1,04	
Manage My Organization	228	142	2861	12,55	12,93	1,03	
Dashboard	244	152	4418	18,11	18,65	1,03	
Devices	291	189	8997	30,92	30,55	0,99	
Networking	235	155	4798	20,42	19,86	0,97	
Kubernetes	147	101	2494	16,97	15,85	0,93	More popular with Development/SaaS Companies
Billing Details	181	126	988	5,46	5,03	0,92	
Persistent Storage	116	83	844	7,28	6,53	0,90	

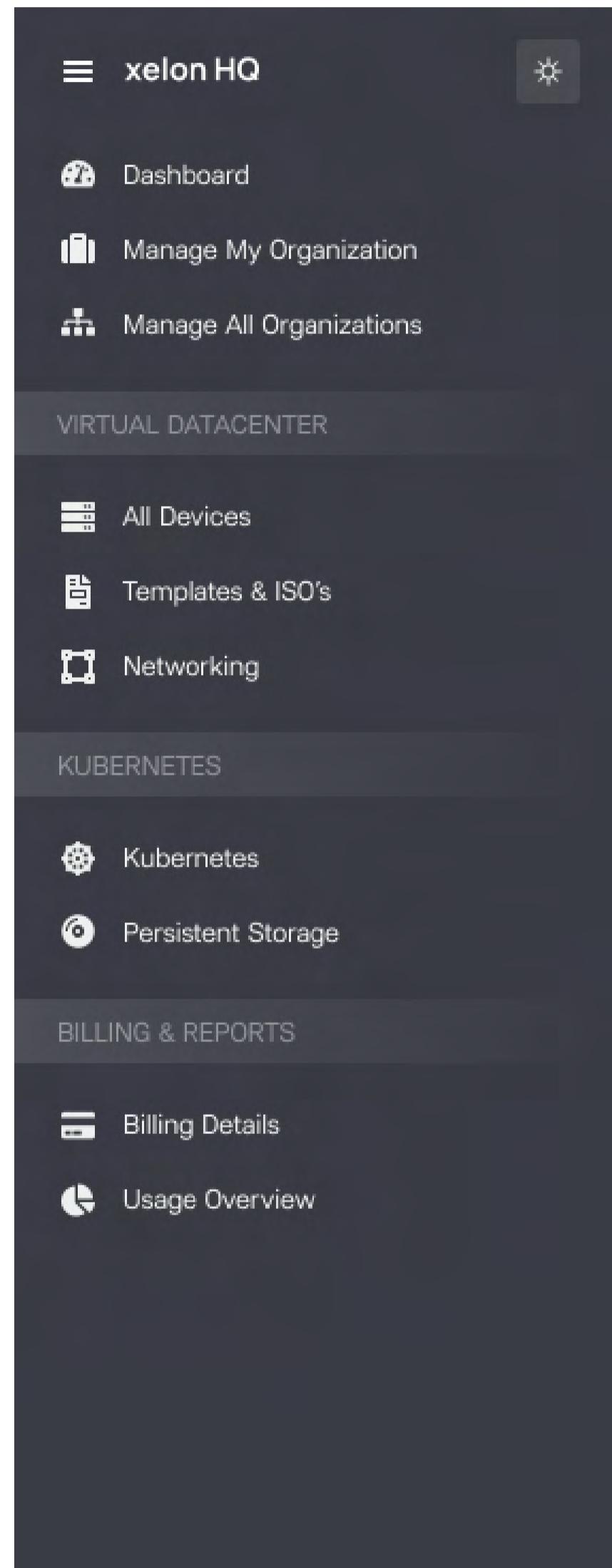
Objectives check-in

- Make the menu smaller, which would also impact the learning curve (15 items → 10 items)
- Make sure key functionalities for both segments can be easily accessed (nearly 50-50 split)
- Make sure menu items frequency is comparable across segments
(number of popular/less popular/least popular items must be comparable for two personas)

BEFORE



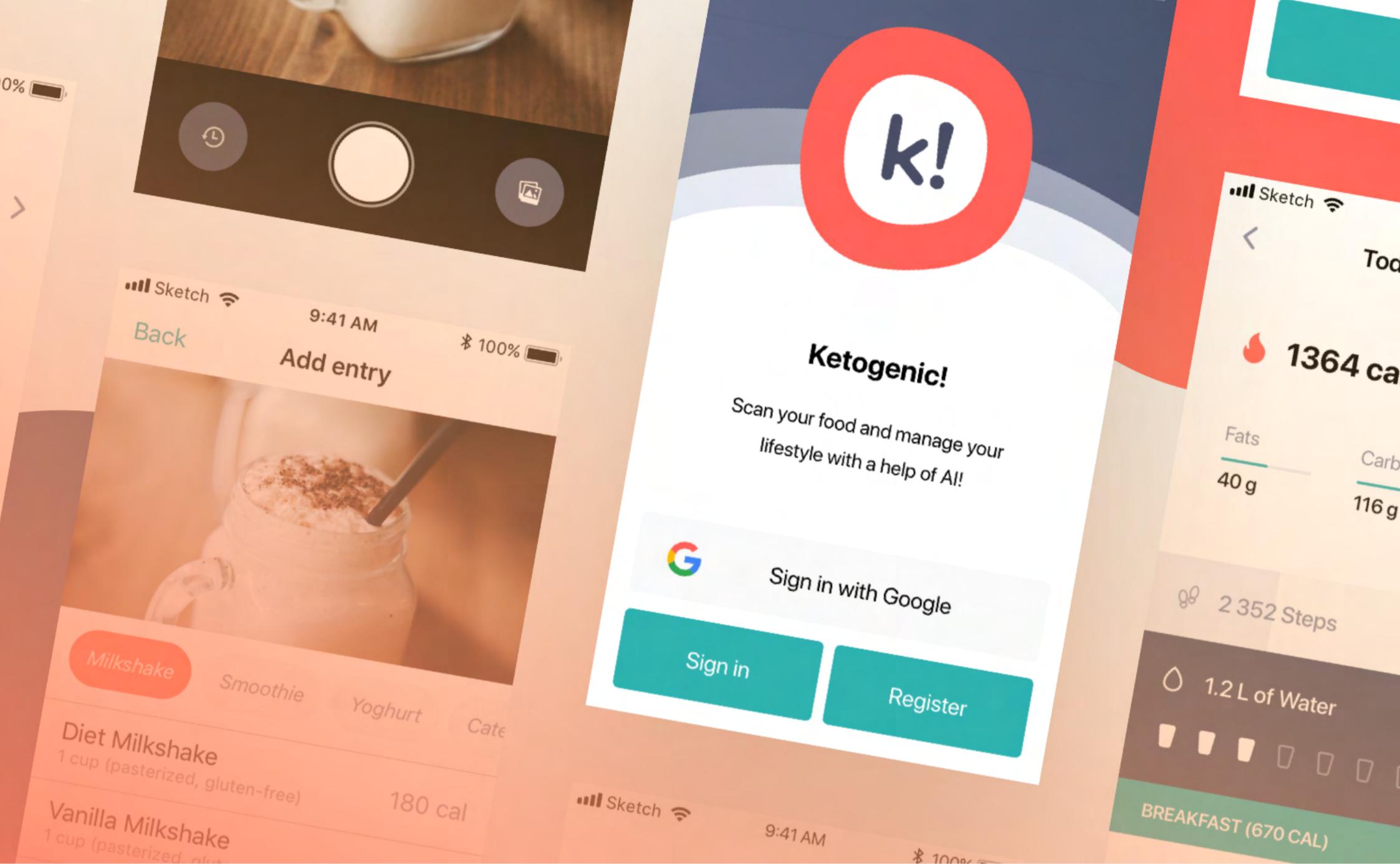
AFTER



2019

2019 has been a rollercoaster. I wanted to transition from freelance, so I worked in a design team at IDAP for a while. My client then opened an office, so I decided to stay loyal and continued working with Xelon AG.

In May, I finished a bachelor's degree in Computer Science and got off to a full-on career mode.



Ketogenic

Ketogenic is a mobile application that helps you to track your food with a help of AI. Just take a photo of your meal and you are ready to go!

- Track your food with a help of AI
- Tracking food, activities & water intake
- Set goals, achieve them and share the progress with your friends!

Roman is a great team player with a thorough eye for detail... Our team was pleasantly surprised by how fast he got into the essence of the project and started delivering first results, felt like we've been working together since day one.

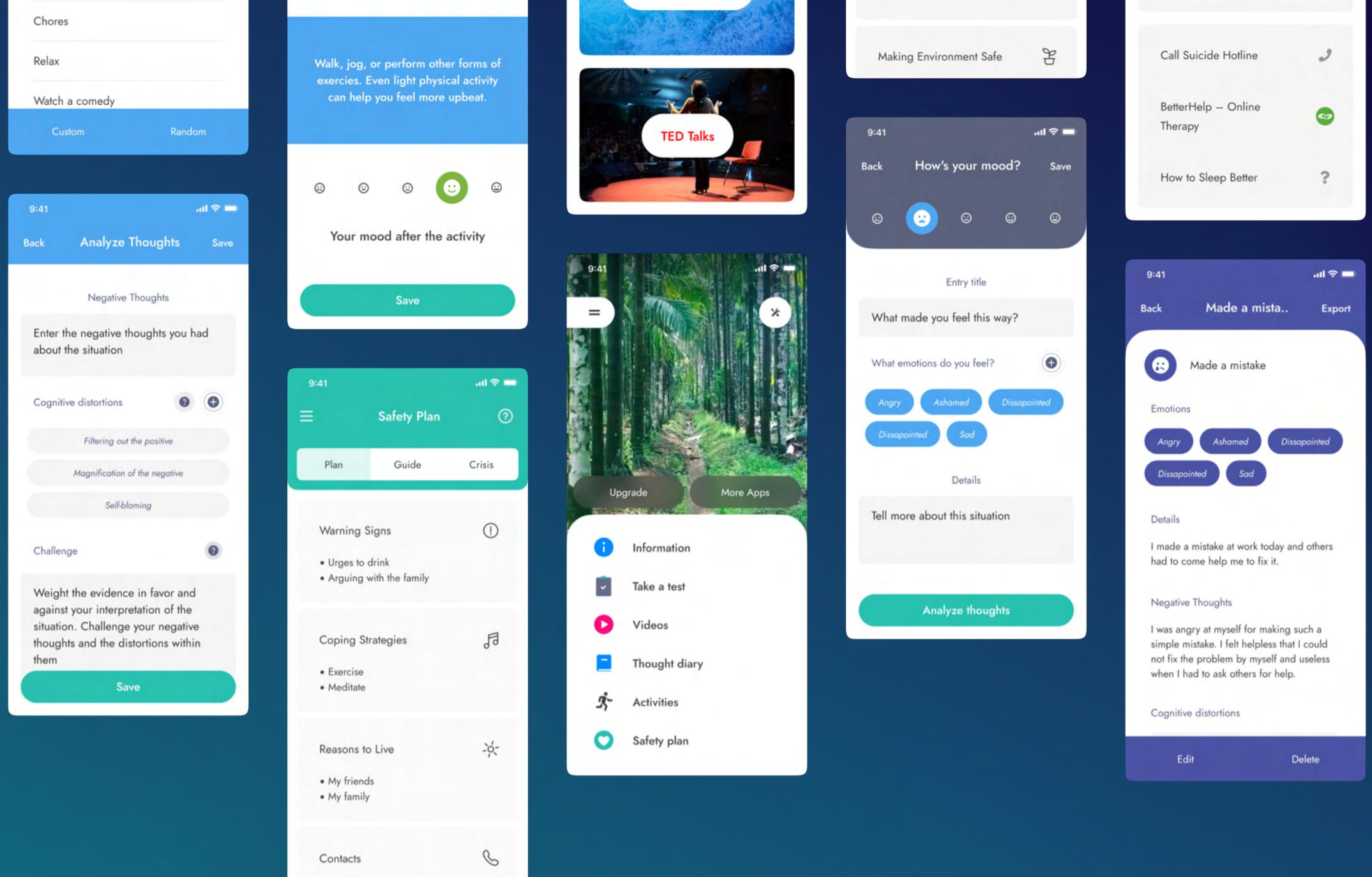


Oksana Kulakova

HR at IDAP Group

UI/UX Designer
role

2 months
cumulative project length



MoodTools

MoodTools is designed to help you combat depression and alleviate your negative moods, aiding you on your road to recovery.

Complete your mood diary, adopt positive habits and analyse your behavior.

Learn CBT on the go!

Roman is the best freelancer I worked with in the entire year of 2018! He is responsive, flexible, has a great design sense, and is easy to communicate with.

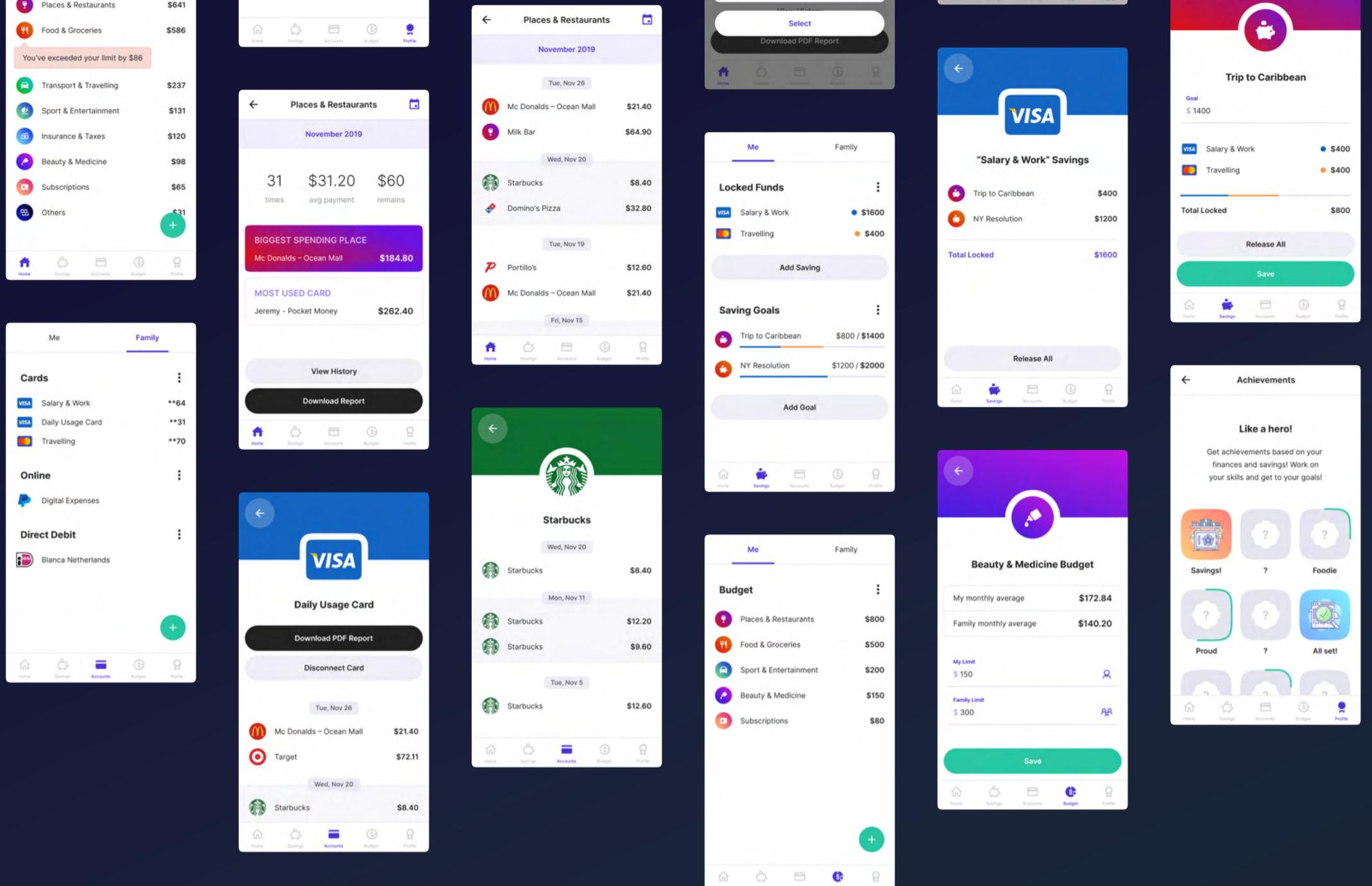


Nancy Su

Co-founder at MoodTools

UI/UX Designer
role

1 month
cumulative project length



NotSpent

NotSpent is a small design project that I did as a one-week challenge. It's a concept of an app for finance management & planning. Based on competitor research. The main functionality includes:

- family budget management
- multiple cards & bank accounts
- savings & expense history
- categorized data

Based on a TopTal challenge brief.

Requirements

UI/UX Designer
role

30 hours
cumulative project length

Older visuals

(2018 & earlier)

LizardSoft webpage Redesign Concept

The image shows a mockup of a website redesign for LizardSoft. The top navigation bar includes links for Услуги, Продукты, Технологии, Кто мы, Клиенты, and Статьи. The main banner features a green background with the text "Sharepoint решения" and a graphic of two overlapping arrows, one green and one pink, pointing upwards. Below the banner is a large image of a Microsoft SharePoint dashboard with various charts and data tables. To the right of the banner is a green sidebar with the text "Лучшие решения для вашего бизнеса" and two buttons: "Консультация" and "Подробнее". The bottom section contains three service cards: "Консалтинг по SharePoint" (with a clipboard icon), "Автоматизация бизнес-процессов" (with a circular arrow icon), and "Техподдержка по SharePoint" (with a lifebuoy icon). Each card includes a brief description of the service.

Услуги Продукты Технологии Кто мы Клиенты Статьи

Sharepoint решения

Лучшие решения для вашего бизнеса

Консультация Подробнее

Консалтинг по SharePoint

Мы открыли первый и единственный в Украине Центр Компетенции SharePoint для помощи организациям в получении бизнес-выгод и ее использовании на 100%.

Автоматизация бизнес-процессов

Мы поможем вам эффективно оптимизировать и автоматизировать ваши рабочие процессы, что позволит значительно сэкономить временные и финансовые ресурсы вашей компании.

Техподдержка по SharePoint

Консультанты помогут в эффективном использовании этой технологии, а администраторы обеспечат стабильную и быструю работу платформы.

Contemporary

Times of "grey one-accent-color company page" has passed.

A bit of wizardry and now palette resonates and gives off that vibe of modern digital company.

And now, Lizard is not just green C:

Отзывы наших клиентов

«Очевидно, что с Lizard Soft нам удалось достичь максимальной эффективности в процессах оптимизации управления персоналом на базе SharePoint!»

Лилия Лазепко,
«OTP Bank»

«Инновационный подход. Четкое соблюдение дедлайнов. Оперативное внесение изменений. С Lizard Soft мы сделали существенный шаг вперед в автоматизации бизнес-процессов!»

Татьяна Бутенко
«Райффайзен Банк Аванль»



Услуги
Консалтинг SharePoint
Создание портала
Внедрение и интеграция
Разработка ПО
Техподдержка
Аутстаффинг
HR-консалтинг

Клиенты

Продукты
Автоматизация процессов
Документооборот 2.0
СДО
Технологии
Microsoft SharePoint
Управление качеством

Статьи

Кто мы
Центр Компетенции SharePoint
Сертификаты
Пресс-центр
Команда
Карьера
Вакансии
Контакты

+38(044) 232 95 10
ask@lizard-soft.com
г. Киев, 02160,
пр. Воссоединения, 15
[как проехать](#)



BRAUN

CLOCKS

WATCHES

CALCULATORS

ACCESSORIES



ICONIC DESIGN RECOGNISED

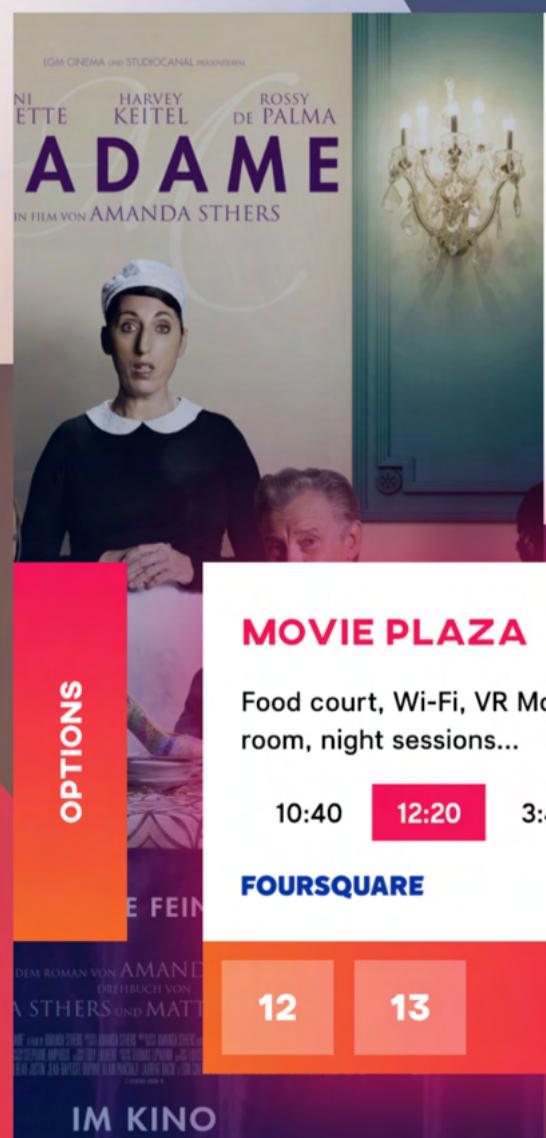
Braun clocks have been designed to enhance their individual uses through a combination of features and functions.

[WATCH MORE](#)



[New](#)[Open](#)

Hi, Monica! These are some
of your recent projects

[Environment setup](#)[View all projects](#)[TS Library](#)[Test cases review](#)[Check docs](#)[Case study](#)[Sketches approval](#)

MADAME

Adding a little spice to a waning marriage, Anne and Bob, a wealthy and well-connected American couple, move into a manor house in romantic Paris. While preparing a particularly luxurious dinner for sophisticated international friends... [More on IMDB](#)

MOVIE PLAZA**17 OCT**

Food court, Wi-Fi, VR Movies, quest room, night sessions...

10:40 12:20 3:40 7:40

FOURSQUARE

Places left: 21

12**13****+****WATCHME****22 OCT**

Cafe, Wi-Fi, night sessions

9:20 1:20 4:50 8:30

FOURSQUARE

Places left: 46

PROCEEDED**NEED HELP?**

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- [LizardSoft](#)
- [Braun GmbH](#)

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