





Rumin Maxim

Senior UI/UX Designer, Product designer | 32 y.o. | B2 English

Product Designer with 12 years of experience in UI/UX across B2B, B2C, and various industries, including e-commerce, banking, and IT. Now focused on B2B and SaaS, I design complex systems—dashboards, goal-setting platforms, LMS, and form builders—making them functional, modern, and intuitive. I combine structured UX thinking with clean, aesthetic UI to ensure seamless user experiences. With deep expertise in design systems, UX strategy, and front-end constraints, I create scalable and elegant solutions that balance business needs and usability. I believe great design makes even the most complex products effortless to use.

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User Interface Design	Building Design Systems	User Experience Design	Graphic Design	Prototyping	User Research
Micro-interactions and Animation	HTML5, CSS3	Maintenance and control			

Raiffeisenbank

2023 — now

Senior UX/UI designer | Community Lead

about
Development and improvement of internal HR products for the bank.
Leadership in the HR Tech domain.

- project «Goals»**
- Development of a new OKR Goals system.
 - Redesign of the PM Goals and Individual Development Plan systems.
 - Audit and enhancement of related services.

- project «Training»**
- Launch of the Training Catalog.
 - Development of constructors: training entities, form request builder, and survey builder.
 - Creation of promotional landing pages.
 - Audit and enhancement of related services.

- leadership**
- Process optimization based on domain specifics.
 - Mentoring designers, conducting design reviews.
 - Facilitating meetings, engaging with the community and platform.
 - Developing patterns, components, and a design debt repository.

Webinar

MTS group

2022 — 2023

Senior UX/UI designer | Design System

about
Work in the new quality department. The main goal of the department is improving UUA metric. The team's tasks include:

- Finding and fixing UX bugs in the main product «Webinar Meetings».
- Refactoring the rest of the product to use a unified framework and design system.

- participation: ux-bugs**
- Participating in UX research to find user pains and UX bugs. Collecting and classifying pains from other channels.
 - Creating a Customer Journey Map Trouble (CJMT) board with a UX researcher.
 - Participating in the development of methods of prioritising UX bugs.
 - Updating interface design based on generated hypotheses.
 - Conducting quantitative UX tests.
 - Transferring tasks to DEV and validation.

- participation: design system**
Conducting an audit of current Webinar products to classify elements of legacy libraries.
Describing the principles of a new extensive design system.
Building design system architecture, coordination with development.
Creation of components according to atomic design's principles.
Building processes for working with the design system and transferring changes to DEV.
Launch of web-storybook and mobile test benches.
Launch MVP of a new service based on the new design system. The design system is testing on MVP, but we laid down principles for integration into other products.
Designing drafts of actual Webinar products on the new design system, preparations for refactoring is underway.

EPAM Systems

2020 — 2022

Design System | UI/UX Designer

about
A global job platform offering remote work opportunities for IT specialists from all over the world.

- participation**
- Updating the interface design of the entire platform, preparing highly detailed prototypes for desktop and mobile versions in a new style.
 - Moderated and unmoderated UX research of rebranding, creating interactive prototypes for research.
 - Design system update: update of global styles and design tokens (grid, fonts, palette, etc.), update of components.
 - Organization of the design system update process.
 - Interaction with the development team on ways to implement the rebranding and update of the storybook components, transferring the design to development and monitoring the implementation.

Senior UI/UX Designer | Design System

about
City portal of online services.

- participation**
- Creation and implementation of a new corporate identity and style-forming elements of the platform.
 - Leading a design team: design reviews, holding daily meetings of the team, control of added components to the design system, distribution of tasks.
 - Creating a design library: design tokens, organization, building methodology principles, checking components.
 - Interviews with stakeholders, collecting requirements.
 - Preparation of user-flows and scenarios.
 - Technical design of raster key-visual images.
 - Creating interactive prototypes, conducting moderated research, working with statistical data and a heat map.
 - Process control during the transfer of rebranding to development and support during development.

Auslogics

2019 — 2020

UI/UX Designer

about
Web projects of various formats (promotion websites, landing pages, SEO-oriented projects, etc.), desktop and mobile applications (VPN, optimization and cleaning, etc.)

- participation**
- UI/UX design of applications.
 - UI/UX design for promotional websites and landing pages.
 - Preparing surveys, conducting moderated research, desk and trend research.
 - Creation of user flow.
 - Working with vector and raster illustrations, drawing icons, preparing graphics.
 - Working with various guides: macOS, MS Windows, Material UI.
 - Work with heat maps and web analytics to improve performance.
 - Development support.
 - Working with HTML5 and CSS3, animating web elements.
 - Interviews and hiring of designers.

Rarus

2016 — 2019

Senior UI/UX Designer

about
Comprehensive support for cloud products (1C cloud, cloud servers, etc.), creation of accounting products in other areas, the design of some e-commerce solutions. This included work on the design of user panels within the proposed systems, support and creation of web services, the implementation of landing pages, as well as the design of desktop and mobile applications.

- participation**
- UX/UI design of web services and landing pages.
 - Development of pages with high traffic, analysis of user behavior, improvement of forms, work with heat maps and web analytics to improve performance.
 - Interviews with industry experts and stakeholders.
 - Design of mobile applications.
 - Technical design of raster key-visual images.
 - Design of advertising and printing products.
 - Presentation design.
 - Design reviews of other designers' work.
 - Interface implementation control.

Citibank

2015 — 2016

UI/UX Designer

about
Working in the maintenance and support team for various website nodes at the request of the bank's product teams.

- participation**
- UI/UX design of the website.
 - Email newsletter design.
 - Participation in the creation and promotion of new brands.
 - Support of advertising campaigns at all stages.

Cherryline

2014 — 2015

UI/UX Designer

about
Designing website interfaces and landing pages for private businesses, launching new brands.

- participation**
- UI/UX website design.
 - Development of corporate identity, creation of brand-books.
 - Participation in the creation and promotion of new brands.
 - Design of POS materials.
 - Filling websites, web page making by using HTML and CSS.
 - Support the development of sites at all stages of creation.

Студия Икра

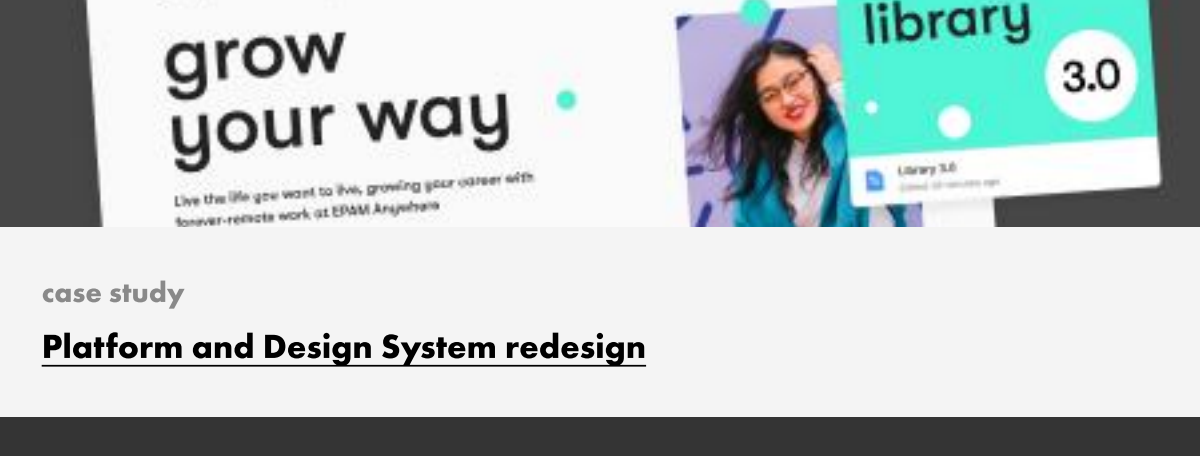
2013 — 2014

Graphic Designer

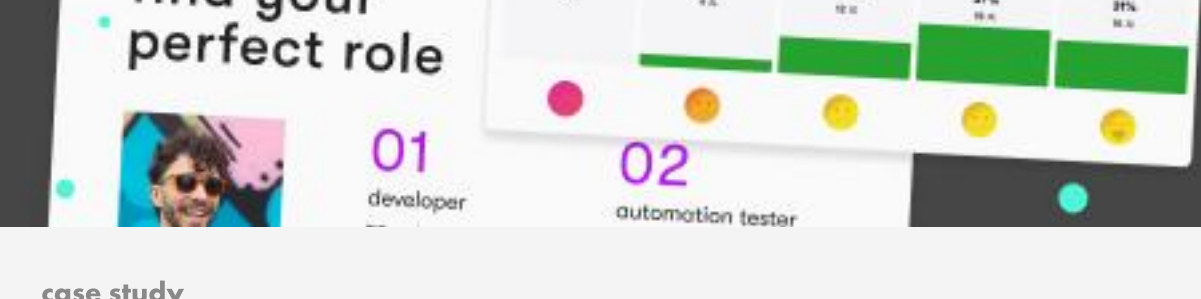
about
Working in a full-cycle design studio: launching new brands, printing design and websites.

- participation**
- UI/UX website design.
 - Design of advertising and printing products.
 - Design of POS materials.
 - Participation in the creation and promotion of new brands.
 - Color correction, layout, prepress.

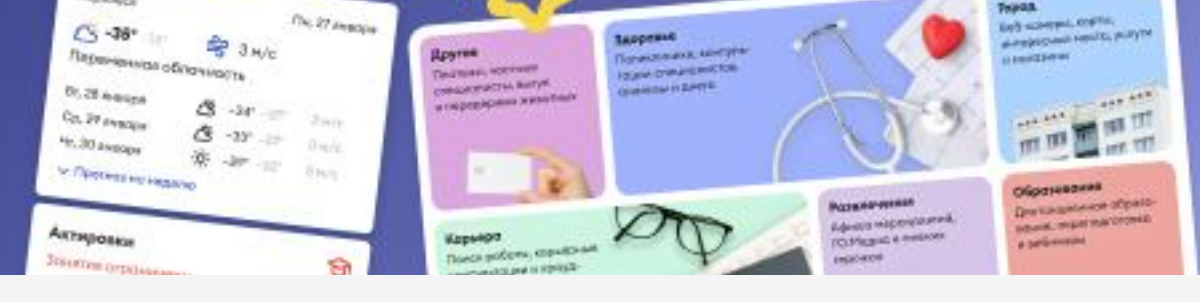
Portfolio



case study
Platform and Design System redesign



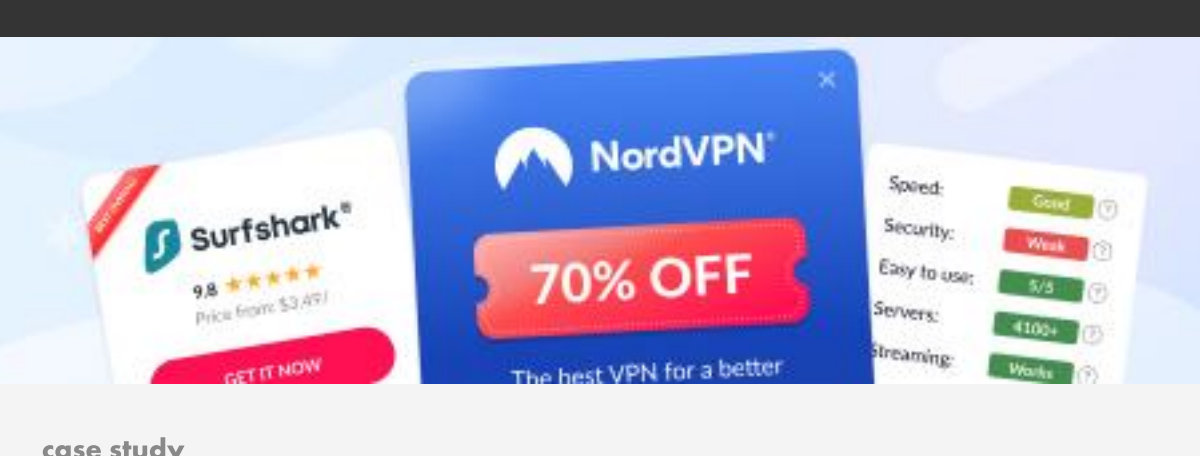
case study
UX research of rebranding



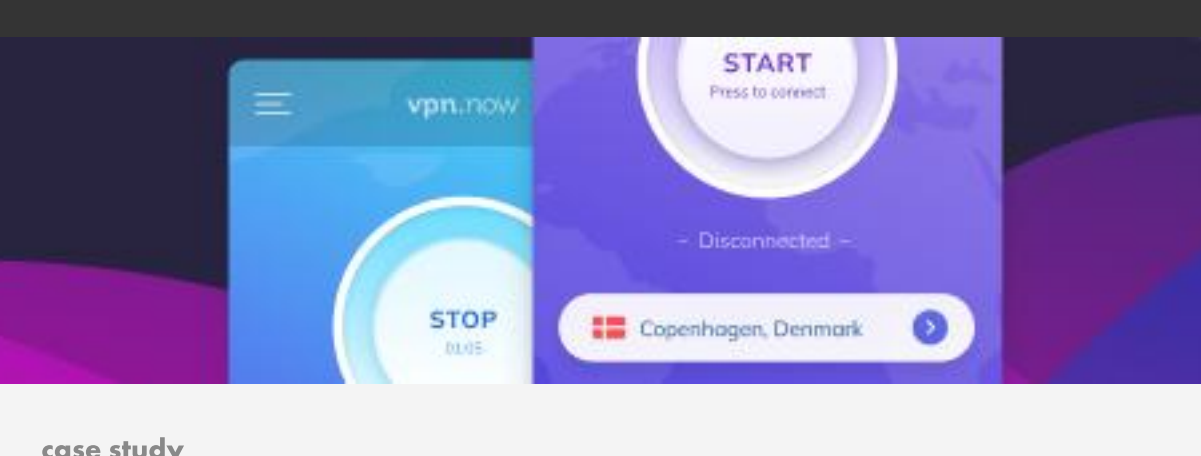
case study
Transformation of the city portal on the example of the main page



case study
Creating the design library



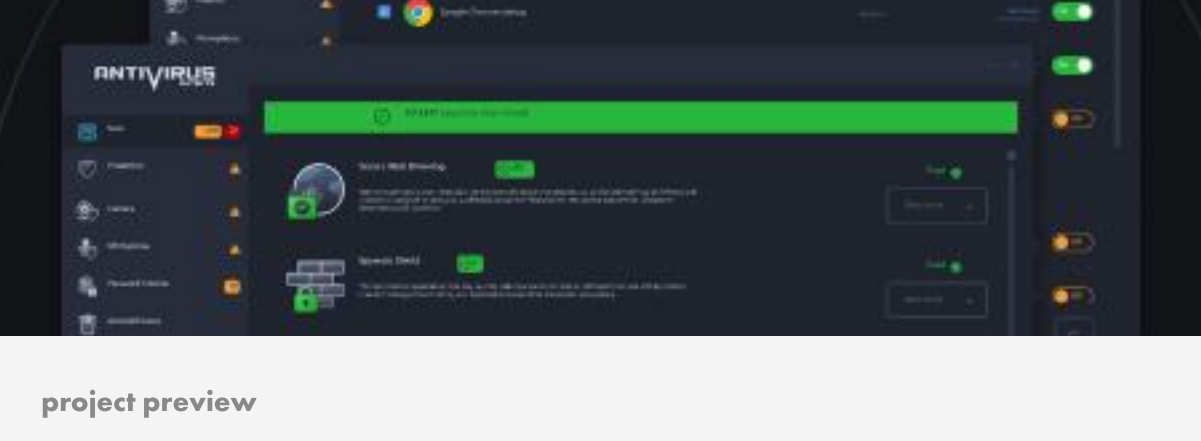
case study
VPN client for various platforms and promotional website



case study
Creation and development of SEO-oriented project VPNWatch



project preview
Macbattery: Battery utility for macOS



project preview
Antivirus for Windows with additional utilities



project preview
Pushkin studio website design



project preview
«Loyalty System Management» mobile app

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