





# Rumin Maxim

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

12 years experience in UI/UX design in B2B and B2C industries and various fields: e-commerce, banking, IT, city projects, accounting and others. I have conceptual and technical knowledge of graphics and design principles, create balanced products for consumers' benefit and business profit. I have in-depth experience with design systems and am well versed in the technical part of development. I easily break down complex tasks into simple and structured solutions, supporting them with research and data.

I look forward to the next challenges for growing as a professional along with the business.

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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**  
Launch of new and improvement of existing internal bank products in the HR field.  
Leadership of the HR Tech direction.

- project «Goals»**
- Creation and launch of the new OKR Goals system of the bank.
  - Redesign of the PM Goals system of the bank.
  - Redesign of the Individual Development Plan system.
  - Improvement of other services, audit.

- project «Training»**
- Creation and launch of the Training Catalog.
  - Creation and launch of several constructors for creating training entities.
  - Creation of promotional landing pages.
  - Improvement of other services, audit.

- leadership**
- Implementation of changes in the design process based on the domain.
  - Mentoring of designers.
  - Conducting design reviews, facilitation of meetings.
  - Communication with the community and platform.
  - Creation of patterns and components for the community.
  - Creation of a repository for design debt and user requests.

## Webinar

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 (IC 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

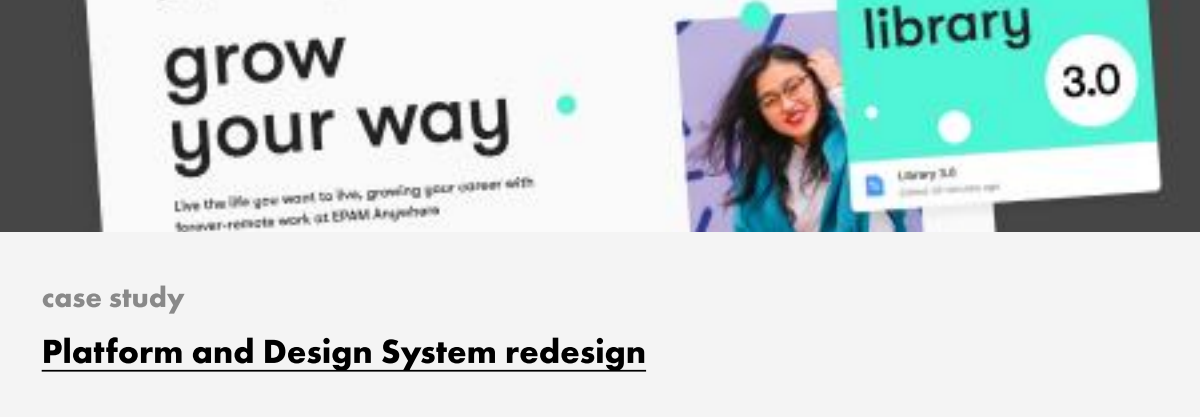
2013 — 2014

### 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.

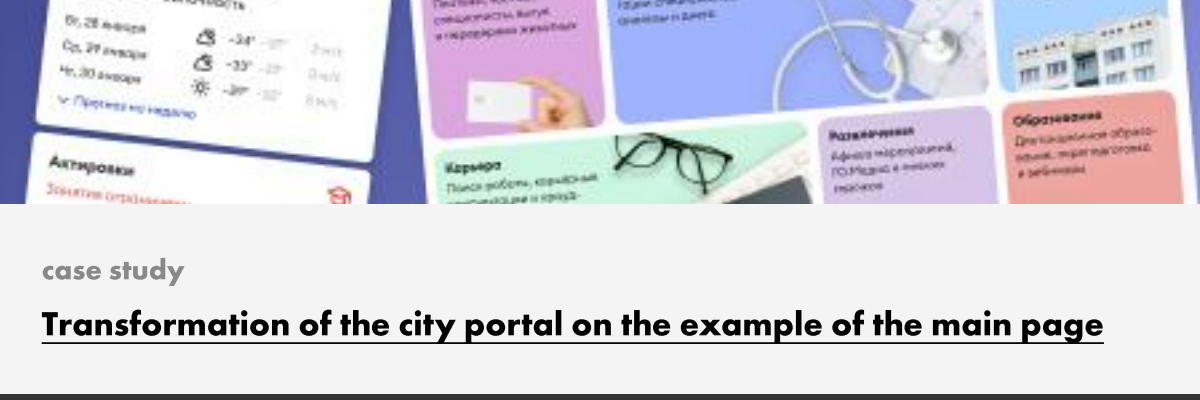
## Portfolio



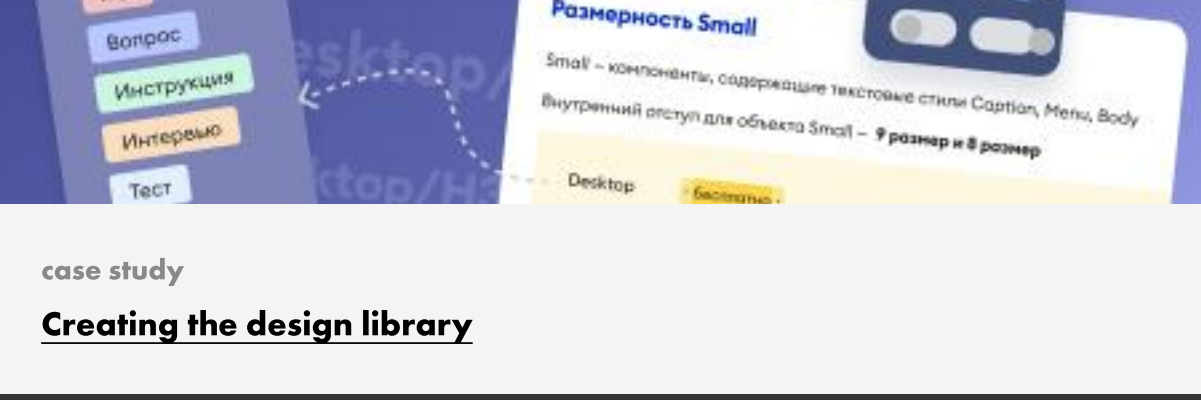
case study  
**Platform and Design System redesign**



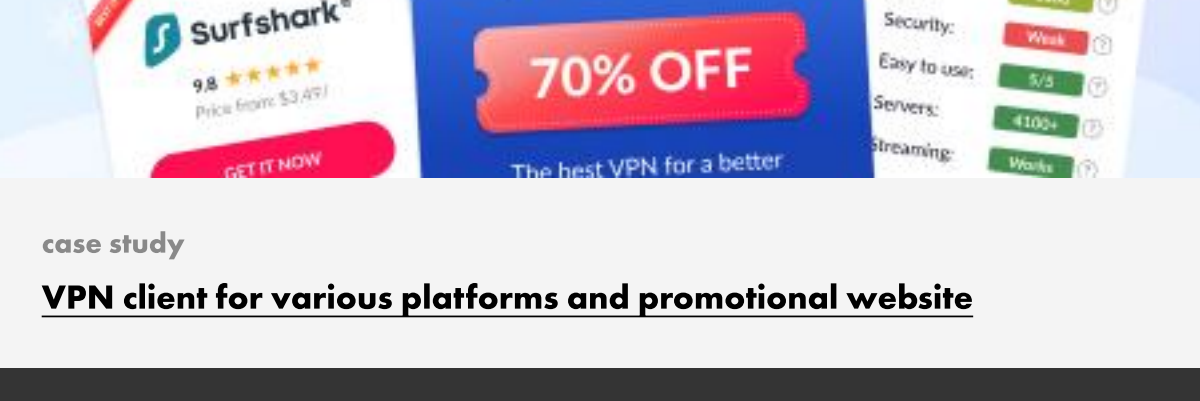
case study  
**UX research of rebranding**



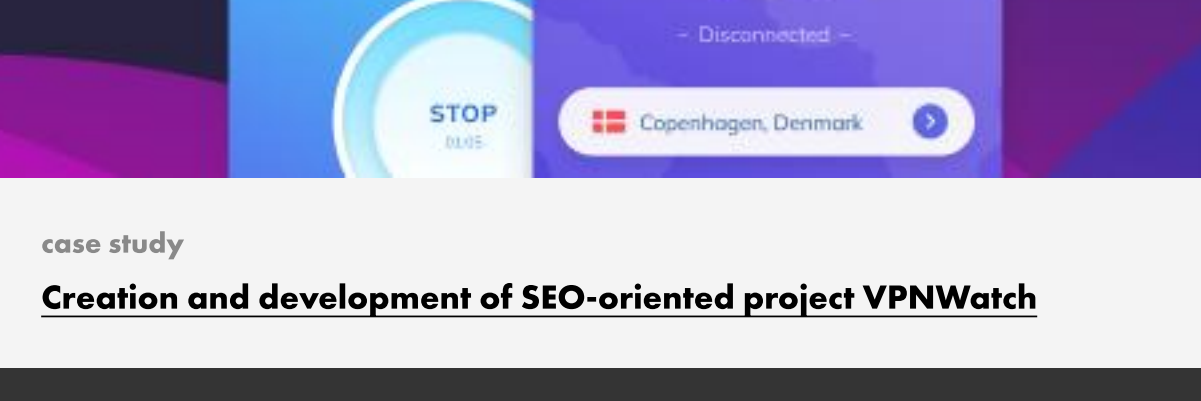
case study  
**Transformation of the city portal on the example of the main page**



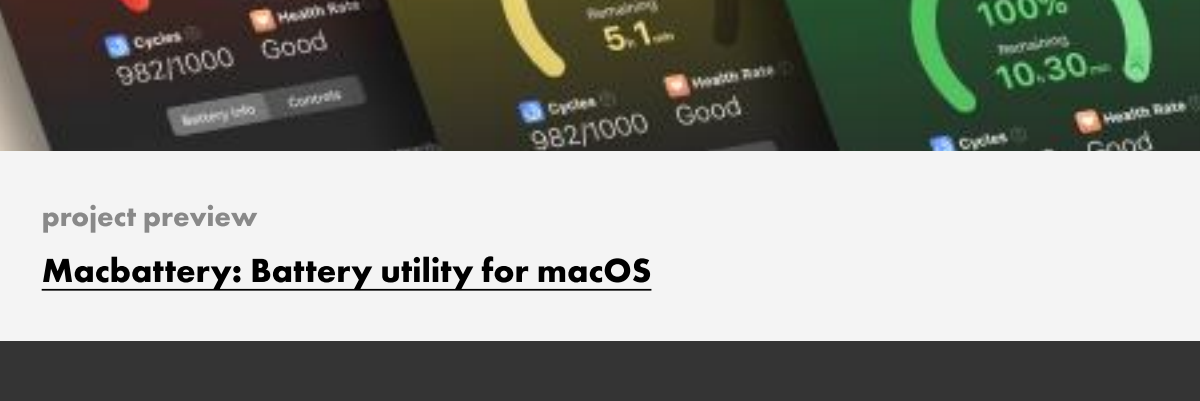
case study  
**Creating the design library**



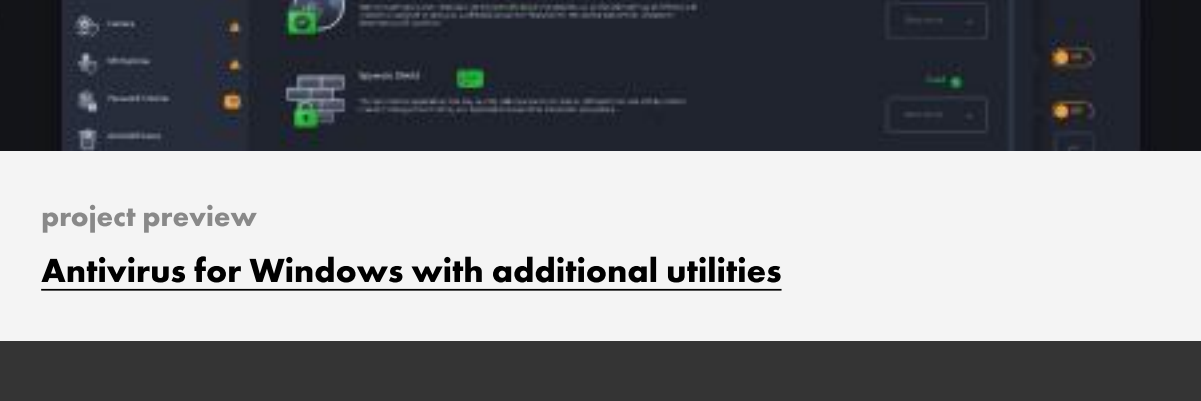
case study  
**VPN client for various platforms and promotional website**



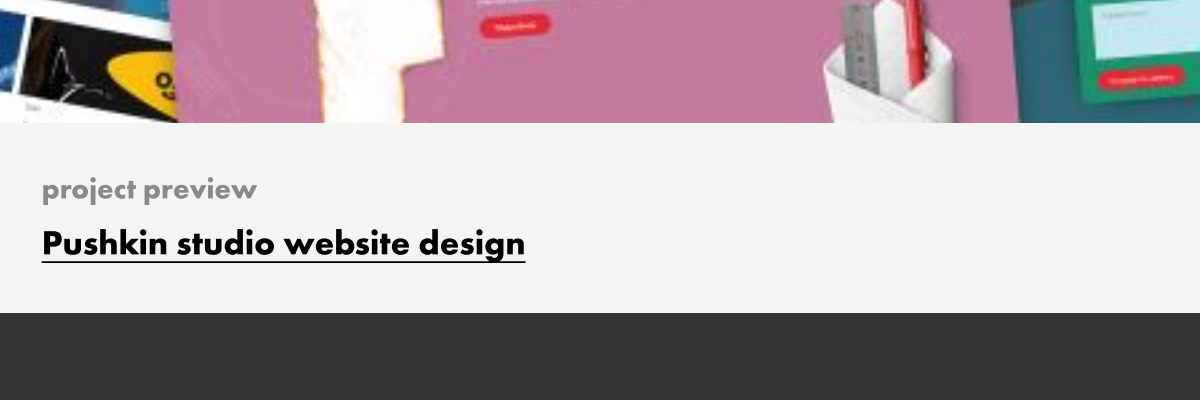
case study  
**Creation and development of SEO-oriented project VPNWatch**



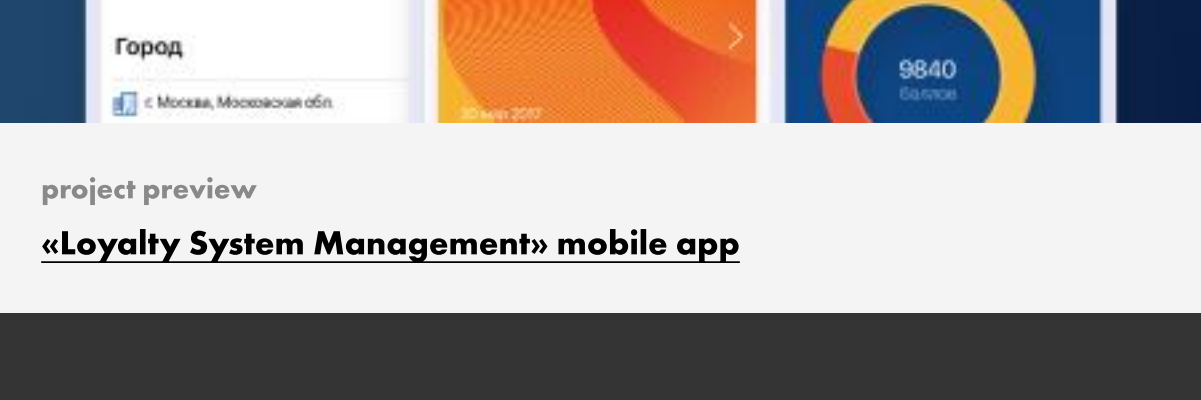
project preview  
**Macbattery: Battery utility for macOS**



project preview  
**Antivirus for Windows with additional utilities**



project preview  
**Pushkin studio website design**



project preview  
**«Loyalty System Management» mobile app**

More projects on Behance