

Rumin Maxim

open to work







Senior UI/UX Designer, Product designer

32 y.o.

B2 English

11 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.

-  Write me an email
-  Contact me on Telegram
-  Profile on LinkedIn
-  Portfolio
-  Projects on Behance
-  Projects on Dribbble

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

Webinar

MTS group

2022 — now

Senior UX/UI дизайнер | Дизайн-система

about

Запуск новых и улучшение существующих внутренних продуктов банка в сфере HR
Лидерство направления HR Tech

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

проект «Обучение»

- 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

лидерство

- 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

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

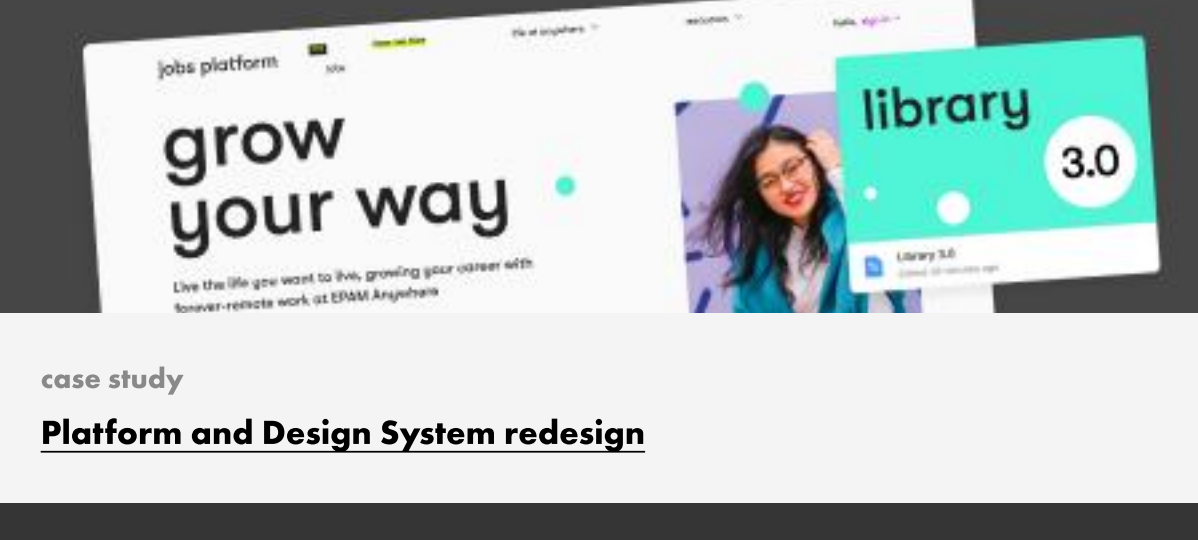
about

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



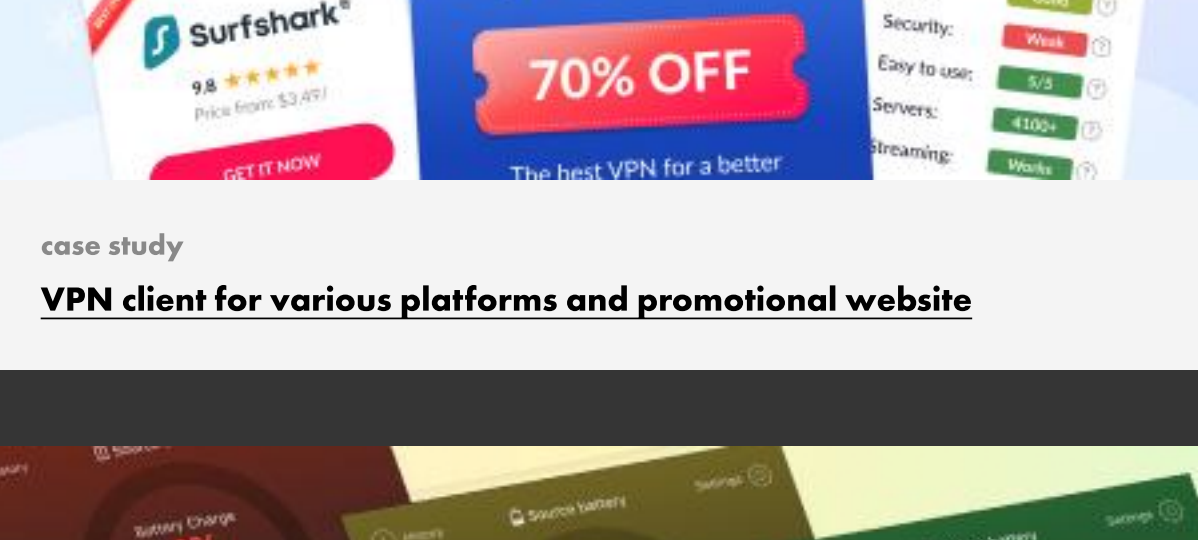
case study

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



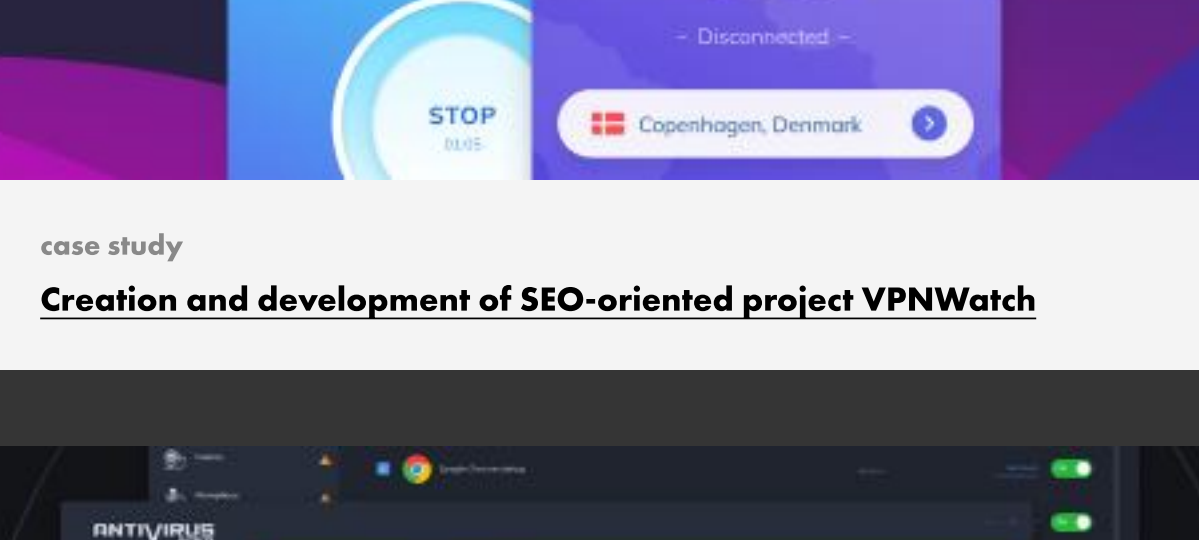
case study

Creating the design library



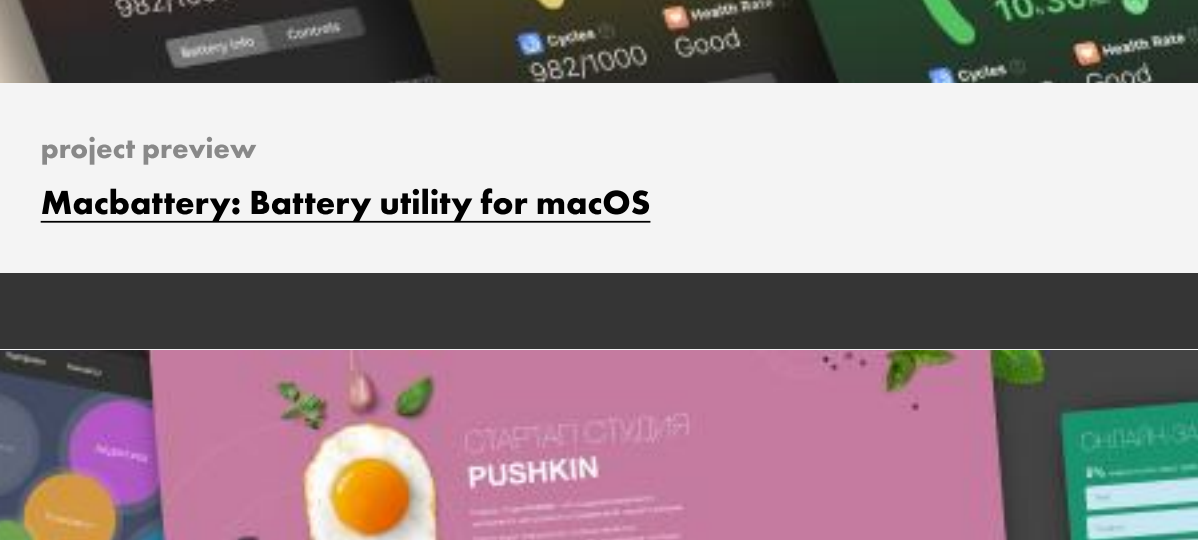
case study

VPN client for various platforms and promotional website



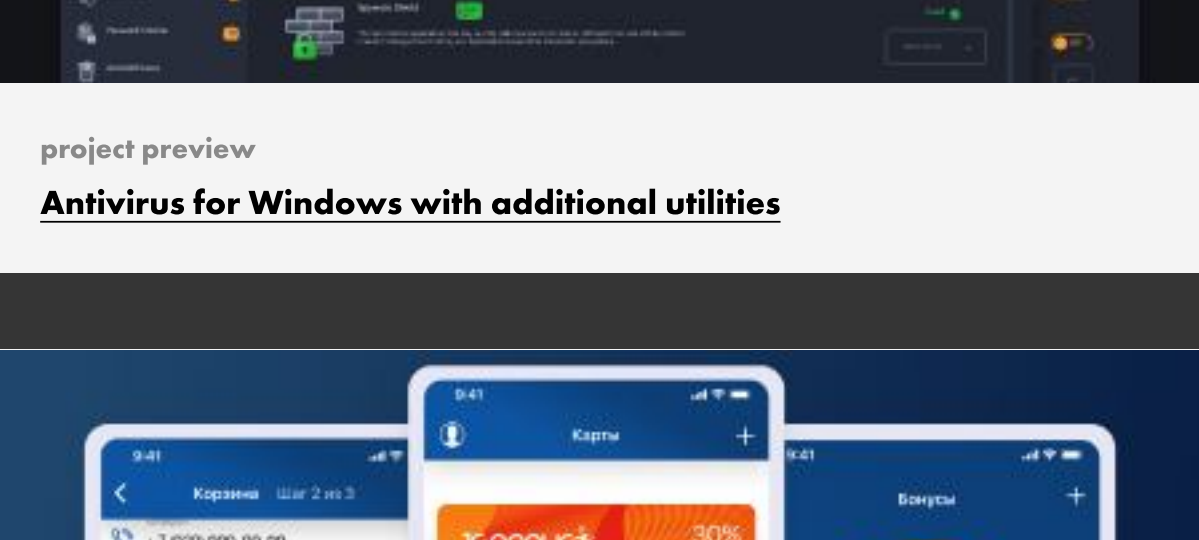
case study

Creation and development of SEO-oriented project VPNWatch



project preview

Macbattery: Battery utility for macOS



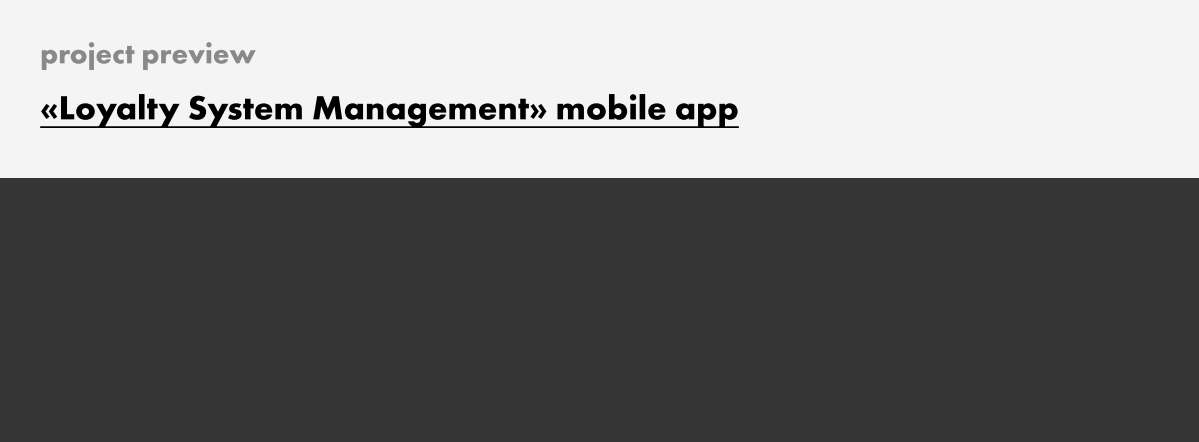
project preview

Antivirus for Windows with additional utilities



project preview

Pushkin studio website design



project preview

«Loyalty System Management» mobile app

More projects on Behance