

Summary

Product UX UI Designer with 9 years experience in B2B, B2C services, big background in Business development, project management and team leading. Through design, I improve business performance and customer responsiveness, making my customer service experience as convenient as possible.

I have strong UX and UI skills. I quickly and iteratively create user flows, wireframes, prototypes, high fidelity mockups with detailed visual design specifications for web and mobile interfaces throughout the design process. I work closely with teams of developers and QA, marketing and sales, I understand the code and principles of development, the procedure for testing, work on introductions of products.

See my Portfolio on maaxdsgn.com

Skills

User Experience design (UX) • User interface design (UI) • Product Design • Design systems
Information architecture • UX Research • Usability Testing • UX Strategy • Problem solving • Prototyping
Wireframing • CJM • User Flow • Cross-team Collaboration • Team leading • Leadership

Education

Higher education

[Saint Petersburg University of Technology and Design](#)

Applied computer science in economics, Master's degree
Sep 2007 - June 2012

Licenses & certifications

[IBM](#)

Enterprise Design Thinking Practitioner
June 2023

Languages

English

Professional working proficiency

Russian

Native

Experience

[TASSTA GmbH](#)

Hannover, Germany

Product Designer (UX/UI)

Aug 2022 - Present

Lead the design of multi platform solution for emergency services - from discovery to initial ideas and concepts, through detailed wireframes and UI designs and validated prototypes.

I work closely with the Development and QA teams to help implement the new updates.

Mission Critical solution (MCx standart)

T. Star Android client app

All-in-one mission critical communication app providing full range of services

- Rework UI and interaction logic based on Material Design
- Improve group and user lists for quick and simple interaction
- Design group and private audio/video calls features
- Design the message service providing texts, voice and video messages
- Optimize history journals, map tools
- Collaborate with the QA team in usability testing to achieve the best result
- Build the TASSTA Design System to speed up the design execution

T. Galaxy Desktop dispatcher app

The command and control center, it provides a complete set of features for dispatchers

- Drove a redesign of all user interface and interaction logic to make it the most intuitive and convenient
- Design group and private audio/video calls features
- Design the message service providing texts, voice and video messages
- Design and integration of new features - group and private audio/video calls, messages, history journals, map tools
- Create History journal feature includes call, messages and events
- Collaborate with the QA team in usability testing to achieve the best result
- Build the TASSTA Design System to speed up the design execution

TASSTA Admin Center (Web)

- Made complex UX research
- Integrated the user interface improvements
- Collaborate with the QA team in usability testing to achieve the best result

Experience

NordEst Group of companies

St. Petersburg, Russia

- **Chief business development officer (CBDO)**

Sep 2017 - Feb 2022

- **Web designer, marketing specialist**

Mar 2012 - Aug 2017

Led the design and implementation of strategies to identify funding sources needed to finance the growth and development activities of companies.

- Created strategic development of the organization
- Implemented 2 investment projects with 20+ mln Ruble budget
- Managed two project teams of 19 people
- Made a profit for investors from each project
- Based on web analytics, implemented updates for websites UI for the best response from customers
- Created digital promotional campaigns for branch services
- Reworked the marketing strategy for investment projects

WE design agency

St. Petersburg, Russia

UX/UI designer

Part-time

Jan 2014 - Dec 2018

Worked as designer for Digital design agency, created user interface design for websites

- UI / UX Design for web and mobile (websites)
- UI elements design (UI kit, basic elements, buttons, colours, navigation, etc)
- Web analytics
- User experience research
- Collaboration with developers

Freelance projects

Designer (Product, UX/UI)

Jan 2014 - Present

I help companies with all things design: user research and product exploration design concepts and in-depth work on interfaces and websites. I'm obsessed with details and care deeply about not only how things work but what emotions they spark and how people react to them.

Contact

[🔗](#) Personal website with portfolio - maaxdsgn.com

[in](#) LinkedIn profile - linkedin.com/in/maaxdsgn

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[📠](#) Telegram - [@maaxdsgn](https://t.me/maaxdsgn)