

Pavel

UX/UI designer

Work Experience 9+ years

iFuture, Product Designer

Oct 2024 – Dec 2024

iFuture is a full-service software development company.

Improved the form of adding funds to your balance and increased the conversion rate to payment for users from Central Asia.

Approved the first iteration of adapting the interface from the mobile version to the desktop.

Made suggestions for the redesign of two landing pages for the Russian segment.

Aiolane, UX/UI Designer

Sep 2023 – Oct 2024

Aiolane is a full cycle software development company.

I designed a platform for tracking the movement of trucks. I designed a dashboard and a reporting system that allows you to visualize various indicators for drivers, logisticians and managers.

I have designed a mobile application, a loyalty system for a construction company.

SoftClub, Product Designer

Jul 2018 – Sep 2022

SoftClub is a developer of integrated solutions for banks, e-commerce and exchange industry in Eastern Europe and the CIS.

I designed internet banking for legal entities. I solved the key usability issues and updated the visual style. The new design halved (2x) the time to create a new document, tripled (3x) the time to search for a document and increased the subjective satisfaction of users. New design has reduced the time to learn how to work with the system for new users. My role involved producing high-quality UX/UI design solutions, conducting user research and usability testing for mobile and web application. Presenting solutions and enhancing user convenience for service with 80,000 customers.

I deeply redesigned several products include KYC platform, WLC a service for checking your customers according to special control lists from a single interface, EDI a platform of guaranteed and secure transmission of data and documents of any type, platform for automation of cash circulation of banks and optimized design for 7+ products, developed a design system. I producing high-quality UX/UI design solutions under technical constraints and tight deadlines. That reduce technical debt and allowed us to speed up the release of updates to the market.

Zorachka, UX/UI Designer

Jul 2016 – Jun 2018

Zorachka is a developer of video software solutions and hardware products on the mission to create the best Hi-Tech devices and applications for Smart Home.

Skills

Fundamentals:

Visual and Graphic Design, Typography, Interaction Design, Information Architecture, UI Design Trends, Design Systems, Design Thinking, Animation.

User-Centered Design:

User Experience Design, User Research, Usability Testing, Wireframing, Personas, User Flows, Accessibility, Heuristic Evaluation, Contextual Inquiry, Affinity Analysis, Competition Analysis, CJM, JTBD.

Communication and Soft Skills:

Effective Communication, Empathy, Teamwork, Problem Solving, Independence, Presentation.

Tools:

Figma, Sketch, Illustrator, Photoshop, After Effects, Spline, Blender, Notion, Framer, InVision.

Web Development:

Responsive Design, HTML, CSS, JavaScript, React.JS, Node.JS, Python

Languages:

English — B1

Russian & Belarusian — Native

Education & certificates

December 2023, UX Marafon
UX Designer Cases

April 2022, UX Marafon
UX Research

February 2022, UX Marafon
UX Strategy

March – June 2021, BBE
Design Management Patterns

December 2021, UX Marafon
Design of complex systems

I designed a decentralized video surveillance service and video archive used by 500,000 users. I designed the OS for working with the service infrastructure. In the team, my responsibility included producing high-quality UX/UI design solutions for mobile and web application in the company's growth and development conditions.

[Airtribune](#), UX/UI Designer

Mar 2014 – Apr 2016

Airtribune is a air sports competition hosting & live tracking platform.

I designed a platform for holding competitions in flight sports. I designed a mobile fitness application. The Airtribune become the official venue for the competitions of the International Aviation Federation. In close cooperation with the team, I was responsible for producing high-quality UX/UI design solutions for mobile and web application for the service, which is used by 20,000 users and on the basis of which 100 competitions are held annually.