

Renat Usmanov

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Summary

I am a UX product designer with years of experience in custom software development. I work on all solo projects. I come up with any project in 8 minutes. I can find all the errors of your product, I can find all the ailments and prove that this is an ailment of your design :). I know the principles of building web apps, especially UX design. I went from a simple artist through a Full-stack web developer to a Product Designer in start-up projects. I have gone from the birth of startups to their collapse. Participated in the design of Siberian CMS - Open Source App builder. I have developed several products from scratch, in particular, I have my own successful one, which covers all technologies (cross-platforms) - YappiX CMS The Native mobile app builder and attracted the attention of International Venture Funds, as well as several rounds of investments (there are many articles on the network about this). At the moment, I am helping to launch a project for an AI voice control app for the visually impaired and people with mobility impairments.

Information architecture, invasive design, user-flow, user-journey map, from Low-fidelity to High-fidelity prototyping, paper wireframes, storyboards. MVP of products, UX research, post-launch research, testing hypotheses, empathise, mockups in Figma, Adobe XD, Cinema 4D, Photoshop, Illustrator, Animate, and so on.

ABOUT ME:

Today I completely redefined my purpose in life and moved into the field of UX/UI design headlong. At the same time, I consolidate my knowledge in Google UX courses (certificates are attached). I am drawn towards helping humanity through devices, saving attention, benefit for a person who is accustomed to everything. I struggle with Dark-patterns in marketing.

ACHIEVEMENTS:

- Resident of the Skolkovo Innovation Center,
- Recipient of grants from scientific foundations,
- Passed several leading accelerators,
- There are successful projects,
- I know how to work with any team and easily gain trust,
- There are awards and certificates,
- I can and love to work a lot and improve processes, and not just throw around design theories.

A portfolio without NDA here <https://renat.pro>

I am ready to complete any task according to your terms of reference! This is more informative!

Experience



Product designer + Co-founder

YAPPIX CMS

Oct 2020 - Present (1 year 4 months +)

Responsibilities:

- Development of design systems: typography, colors, layout, components, animations;
- Development of product design for customers in the United States;
- Development of product information architecture,
- Design-thinking process, brainstorming, crazy-eights,

- User-centered design, invasion design, cross-platform,
- Retrospective and work with bias control;
- Research plan, Story-boards, Wireframing, paper-wireframes,
- Problem statements, Goal Statement, 5W-Framework, Usability-study Plan, testing prototypes, both moderated and non-moderated;
- Competitive analysis with report,
- Building Users'-Map, User-flow,
- Development of Low-fidelity / High fidelity prototypes in Adobe XD, Figma,
- Digital wireframing in Adobe XD, Figma,
- Team motivation and management decision making;
- Carrying out quantitative and qualitative research;
- Delegation of tasks for UX engineers and visual designers;
- Building characters with their pain points;

Working with design systems:

- * Google's Material Design
- * Shopify's Design System Polaris
- * Apple Human Interface Guidelines
- * Microsoft Fluent Design System
- * AirBnb's Design System
- * U.S. Web Design System
- * Salesforce Lightning
- * Atlassian Design System
- * Uber Base Web

Product designer & scientific adviser

Internet Innovation, LLC

Apr 2020 - Present (1 year 10 months +)

Responsibilities:

- The architecture of the software package;
- Development of a new software architecture concept, UI/UX research.
- Development of design systems from scratch;
- Development of product design taking into account all design principles: focus, accent, weight visual, infographics, rhythm of elements, scaling, font hierarchy and much more;
- Development of product information architecture,
- Research plan, Story-boards, Wire-framing, paper-wireframes,
- Problem statements, Goal Statement, 5W-Framework, Usability-study Plan, testing prototypes, both moderated and non-moderated;
- Competitive analysis with report,
- Building Users'-Map, User-flow,
- Development of Low-fidelity / High fidelity prototypes in Adobe XD, Figma,
- Digital wire-framing in Adobe XD, Figma,
- Motivation of the team and making management decisions;
- Delegation of tasks for UX engineers and visual designers;
- Presentations and mockups

Research Supervisor & UX Product designer

ООО ЯППИКС

Sep 2015 - Jan 2020 (4 years 5 months)

Responsibilities:

- Design system from scratch to order, UI-Kit, patterns, components;
- Development of product design for customers in Russia and the CIS;
- Development of product information architecture,
- Design-thinking process,
- User-centered design, invasion design, cross-platform,
- Retrospective and work with bias control;
- Research plan, the definition of problems, the definition of goals, how we will do, what to do, for whom to do, where and why, Plan of usability, testing prototypes, both moderated and non-moderated.

Carrying out quantitative and qualitative research;

- Story-boards, Wire-frames, paper-wire-frames,
- Competitive analysis with report,
- Building Users'-Map, User-flow in Lucidchart,
- Development of Low-fidelity / High fidelity prototypes in Adobe XD,
- Digital wire-framing in Adobe XD,
- Delegation of tasks for UX engineers and visual designers;
- Building characters with their pain points;
- Management of engineers with various mental illnesses;
- Conquest of difficult performers;

Working with design systems:

- Google's Material Design
- Apple Human Interface Guidelines
- Microsoft Fluent Design System

Senior Web Developer

Wyatboat

Mar 2013 - Aug 2015 (2 years 6 months)

Responsibilities:

- Concept and strategy of Digital-marketing;
- UI/UX Web Design.
- Layout of one-page sites
- PHP, CSS, HTML5
- WordPress, Joomla
- Support for all corporate sites

Full-stack Web Developer

Фриланс

Jan 2010 - Feb 2013 (3 years 2 months)

Responsibilities:

- Website development based on Joomla, WordPress, Drupal;
- Full-stack developer: PHP, HTML, CSS, JS
- UX / UI design;
- Siberian CMS core based on Zend Framework;
- Node JS, Ionic
- Dev-Ops;

- jQuery, AngularJS front-end.

Professional guitarist

7BIOS

Mar 2006 - Apr 2011 (5 years 2 months)

- Playing in a rock band as lead guitar
- Recording in studios
- Touring
- Writing texts and notes

System Administrator (Dev-ops)

ISGZ institute

Mar 2008 - Jul 2010 (2 years 5 months)

- Traffic control;
- Creation of local networks;
- Protection and security of user computers.

Designer layout and graphics

Журнал "Я согласна"

Feb 2009 - Dec 2009 (11 months)

Responsibilities:

- Layout of advertising modules;
- Layout of newspapers and magazines in indesign;
- Vector graphics in Corel, illustrator;

Designer layout and graphics

RDW-media

Mar 2008 - Dec 2008 (10 months)

Responsibilities:

- Layout of advertising modules;
- Layout of newspapers and magazines in InDesign;
- Vector graphics in Corel, illustrator;

Junior Graphic Designer

Advertising agency TO EVEREST

May 2006 - Feb 2008 (1 year 10 months)

Responsibilities:

- Graphic design in Corel Draw / Photoshop
- Advertising products: drawing on mugs, T-shirts, leaflets, flyers and business cards,
- Even recorded jingles in an audio editor

Musical Instrument Repairman

Mercury shopping center

Jan 2002 - Feb 2006 (4 years 2 months)

Responsibilities:

- Repair and tuning of musical instruments,
- Writing arrangements for the order,
- Small side jobs

Graphic Designer

Fontan shopping center

May 2000 - Jan 2002 (1 year 9 months)

- I cut out letters and patterns of advertising signs from the oracle without special equipment and glued advertising boxes,
- Development of outdoor advertising,
- Worked as a watchman at night

Education

Institute of State Administration

Economics

Sep 2021 - Present

Centre for Additional Education “City Business School” (MBA), Moscow, Russia

Master of Business Administration "IT Management"

2013 - 2014

Kamskiy Institut Iskusstva i dizayna

Designer, Interior Design and Graphics

Sep 2004 - Jun 2008

Licenses & Certifications

Foundations of User Experience (UX) Design - Coursera

6MU7BP5DNZFB

Start the UX Design Process: Empathize, Define, and Ideate - Coursera

5E83W5VYQUYM

Build Wireframes and Low-Fidelity Prototypes - Coursera

5MB6XP7KN2NT

Conduct UX Research and Test Early Concepts - Coursera

LEQHGFBL8LM8

Create High-Fidelity Designs and Prototypes in Figma - Coursera

SWDXT5XJVNDK

Skills

User Interface Design • User Experience Design (UED) • Product Management • Стартапы •
Взаимоотношения с инвесторами • Информационные технологии • Развитие компании •
Управление проектами • Управление цепочками поставок • Управление логистикой

Honors & Awards

 **Resident of IT PARK 2015** - IT PARK Naberezhnye Chelny
Apr 2015
Resident status of the Business Incubator with the YAPPIX CMS project

 **Business Incubation 2020** - IT PARK NABEREZHNYE CHELNY
Aug 2020
Resident status of the Business Incubator with the YSPEAX project

 **Resident of the largest and most important Innovation Center in Russia,
Skolkovo** - Skolkovo Innovation Center
Apr 2021
In April 2021, my company became a resident of the largest and most important Innovation Center in
Russia, Skolkovo (Moscow, Russia).