


Renat Usmanov

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Summary

I am a "T-Shaped" product designer with years of experience in custom web/software development. Information architecture, invasion design, user-flow, user-journey map, from Lo-fi to Hi-fi prototyping, paper wireframes, storyboards. MVP of products, research, post-launch research, testing hypotheses, mockups in Figma, Adobe XD, Cinema 4D, Photoshop, Illustrator, Animate, After Effect.

Experience

Senior UX Designer & WordPress Developer

Фриланс

Jan 2023 - Present (1 month)

- UX/UI design creation
- Converting of an UX/UI design from Adobe XD / Figma to Tilda/X-Editor/WordPress
- 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 based testing plan: KPI, script. conduct moderated and non-moderated testing;
- 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,
- Accessibility Guidelines (WCAG)
- Conducting of quantitative and qualitative research;
- Building characters with their pain points;

Product Designer + Co-founder

YAPPIX CMS

Sep 2015 - Feb 2022 (6 years 6 months)

- Product management and business development from scratch (Idea and concept),
- Delegation of tasks for UX engineers and visual designers;
- Attracting investments,
- 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 based testing plan: KPI, script. conduct moderated and non-moderated testing;
- 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,
- Accessibility Guidelines (WCAG)
- Team motivation and management decision making;
- Conduct of quantitative and qualitative research;

Web Designer & Digital marketer

Wyatboat

Mar 2013 - Aug 2015 (2 years 6 months)

- Concept and strategy of Digital-marketing;
- UI 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)

- Website development based on Joomla, WordPress, Drupal;
- Full-stack developer: PHP, HTML, CSS, JS based on Zend Framework
- UI design;
- Node JS, Ionic
- Dev-Ops;
- jQuery, AngularJS front-end.

Graphic Designer

Digital Agency

Feb 2009 - Dec 2009 (11 months)

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

Graphic Designer

RDW-media

Mar 2008 - Dec 2008 (10 months)

- 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)

- 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

Education



Kamskiy Institut Iskusstva i dizayna

Designer, Interior Design and Graphics

Sep 2004 - Jun 2008



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

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

PHP • Node.js • Ionic Framework • Cascading Style Sheets (CSS) • Organic Search • WordPress • User Experience (UX) • Customer Relationship Management (CRM) • Project Management • Customer Experience

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).