Portfolio of

Rodion Alifanov

Lead designer

Rodion Alifanov

I’m a lead designer with over 10 years of experience. I am deeply passionate about all aspects of design. My role is to develop the most effective process that aligns user’s objectives with business requirements.

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KEY SKILLS

- Costumer Communication
- Problem Solving
- AI Integration
- Human Ceneterd Design
- Qualitative Research
- Visual design
- Wireframing

10 YEARS OF EXPERIENCE

858 GRAPHICS
2013 – 2016

TECHNODOM
2016 – 2018

EPAM
2018 – PRESENT

8+ DOMAINS

With a diverse background containing more than 8 domains I bring experience to every project.
It allowed me to tailor unique solutions that drive success across various industries.

E-Commerce
PIM/DAM
Oil & Gas
Insurance
Gaming
Retail
Financial Trading
Trading

EXPERIENCE

Trading Platform

ABOUT PROJECT

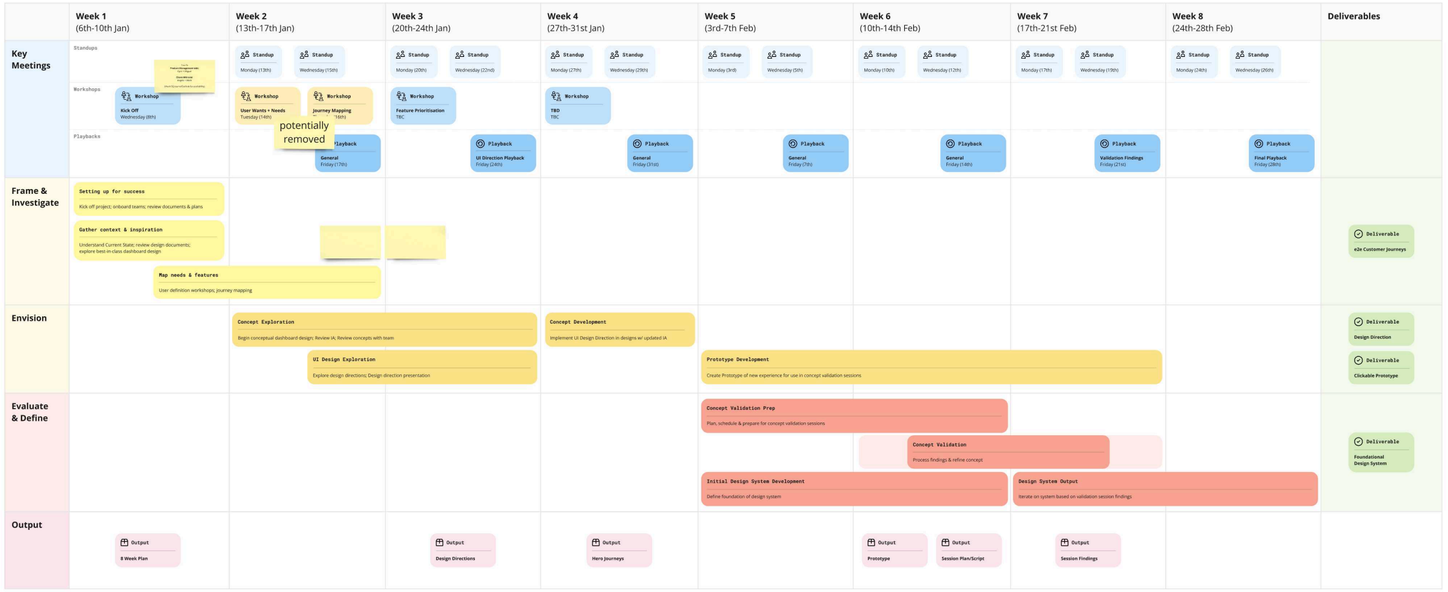
This project is a financial platform with innovative technology solutions for leading banks, wealth managers, family offices and clearing houses.

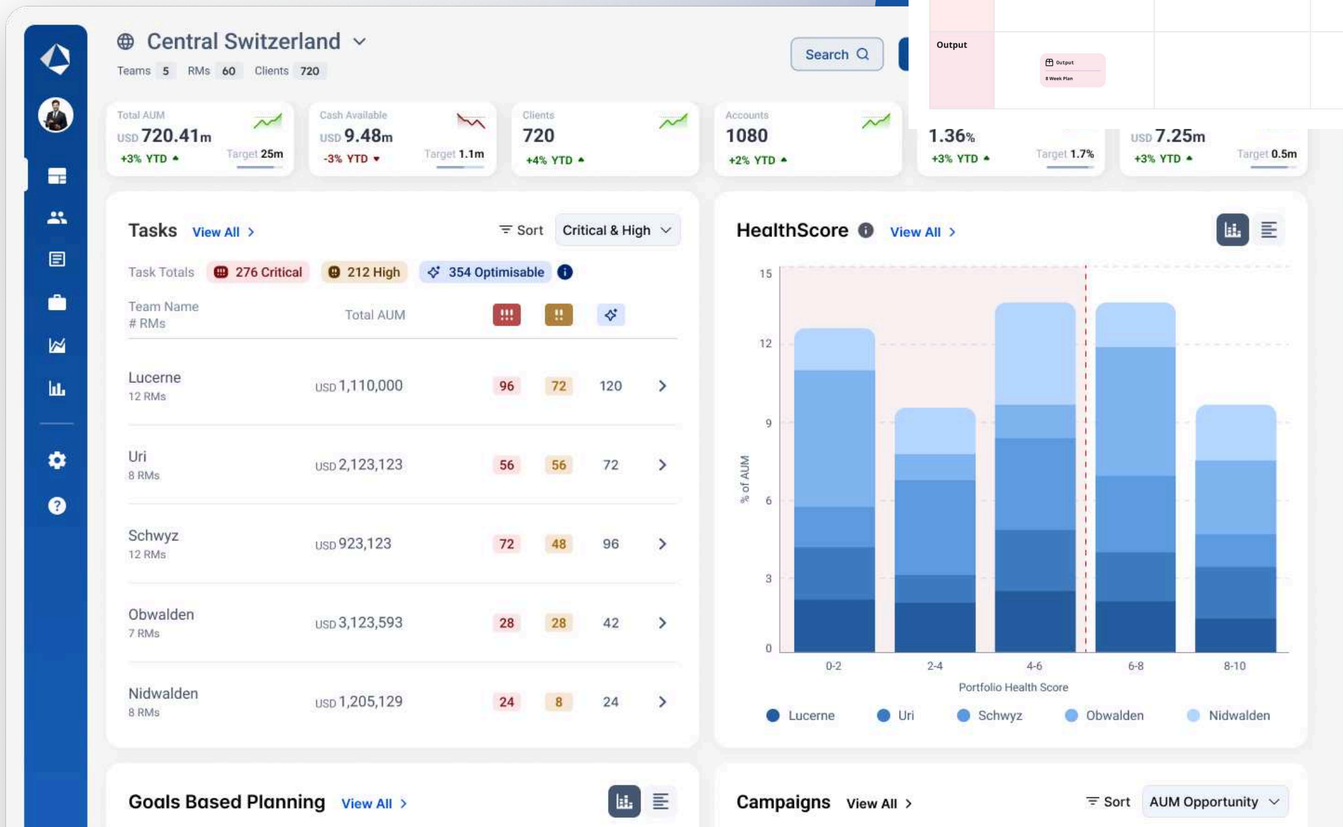
MY ROLE

As a lead designer, I worked on establishing 8 week plan and make sure the deliverables were met by the end of the workload.

8 Week Plan

Detailed Excel Plan being finalised



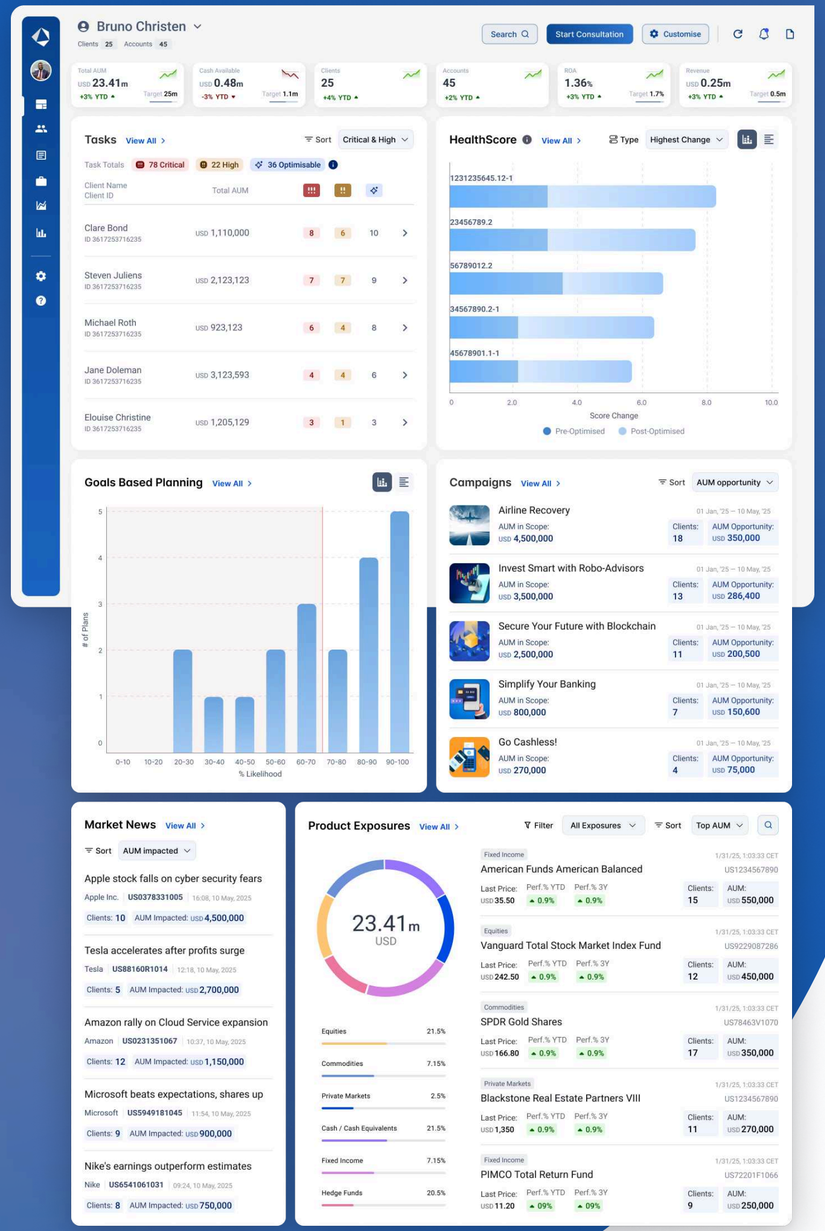


CHALLENGES

With an extremely tight deadline, managing time becomes crucial. Develop a strategy to break down tasks, prioritize them. With changing deliverables, the ability to pivot and adapt quickly to new requirements is key.

The challenge here is to fully understand and effectively implement a complex design system. To tackle this, dedicate time to thoroughly study the system.

Given the need for constant communication with the client, the challenge is to maintain clear, concise, and productive communication. And finally to address the complexity of the domain, invest time in comprehensive research and perhaps consult with domain experts.



ACHIEVEMENTS

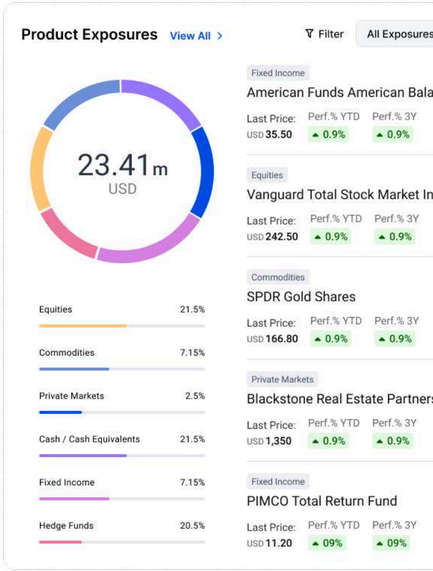
A comprehensive document detailing the design system requirements, components, styles, and guidelines for the fully prepared dashboard as well as detailed wireframes showcasing the layout and structure of the dashboard, effectively incorporating the complex design system.

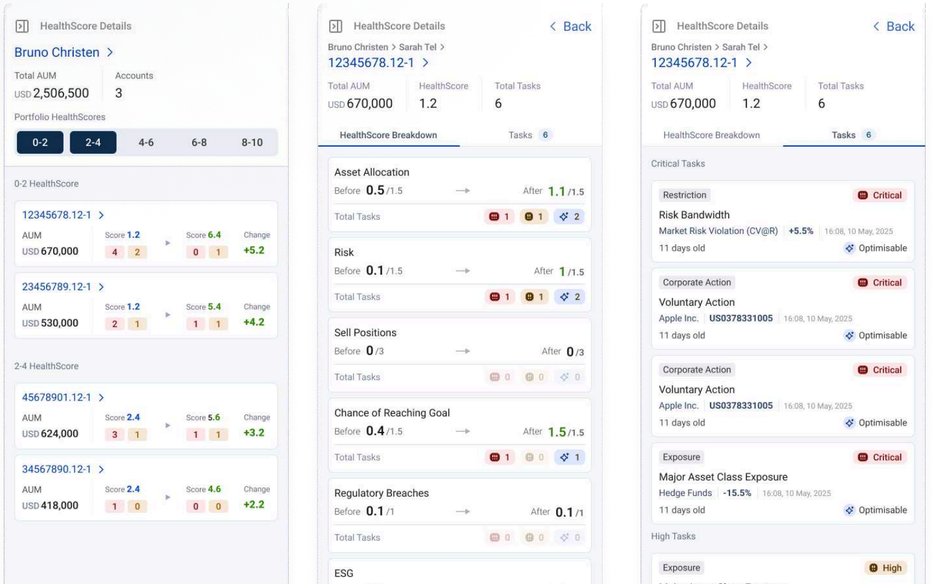
Fully interactive prototype of the dashboard that includes all functionalities, interactions, and transitions as per the complex design system. This prototype should be ready for usability testing.

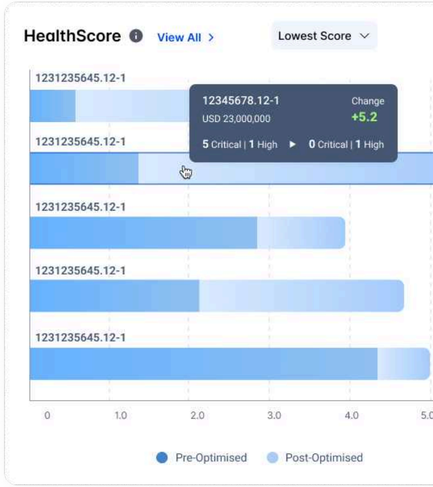
A collection of all design assets, such as icons, images, and components used in the dashboard, aligned with the complex design system, provided in an organized library for easy access and reuse.

Detailed diagrams that depict the user flows and interactions within the dashboard to guide the development process and inform usability testing.

The fully implemented dashboard, integrated into its respective environment, and fully functional as per the specifications and findings from the usability testing.







RESEARCH PREPARATION AND EXECUTION

A comprehensive document detailing the design system requirements, components, styles, and guidelines for the fully prepared dashboard as well as detailed wireframes showcasing the layout and structure of the dashboard, effectively incorporating the complex design system.

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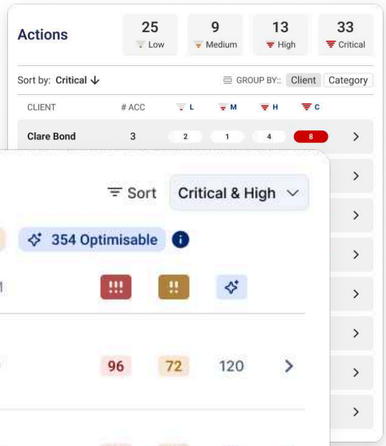
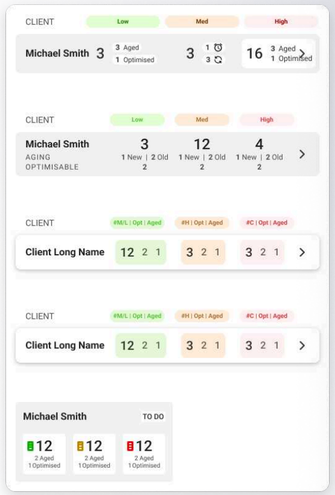
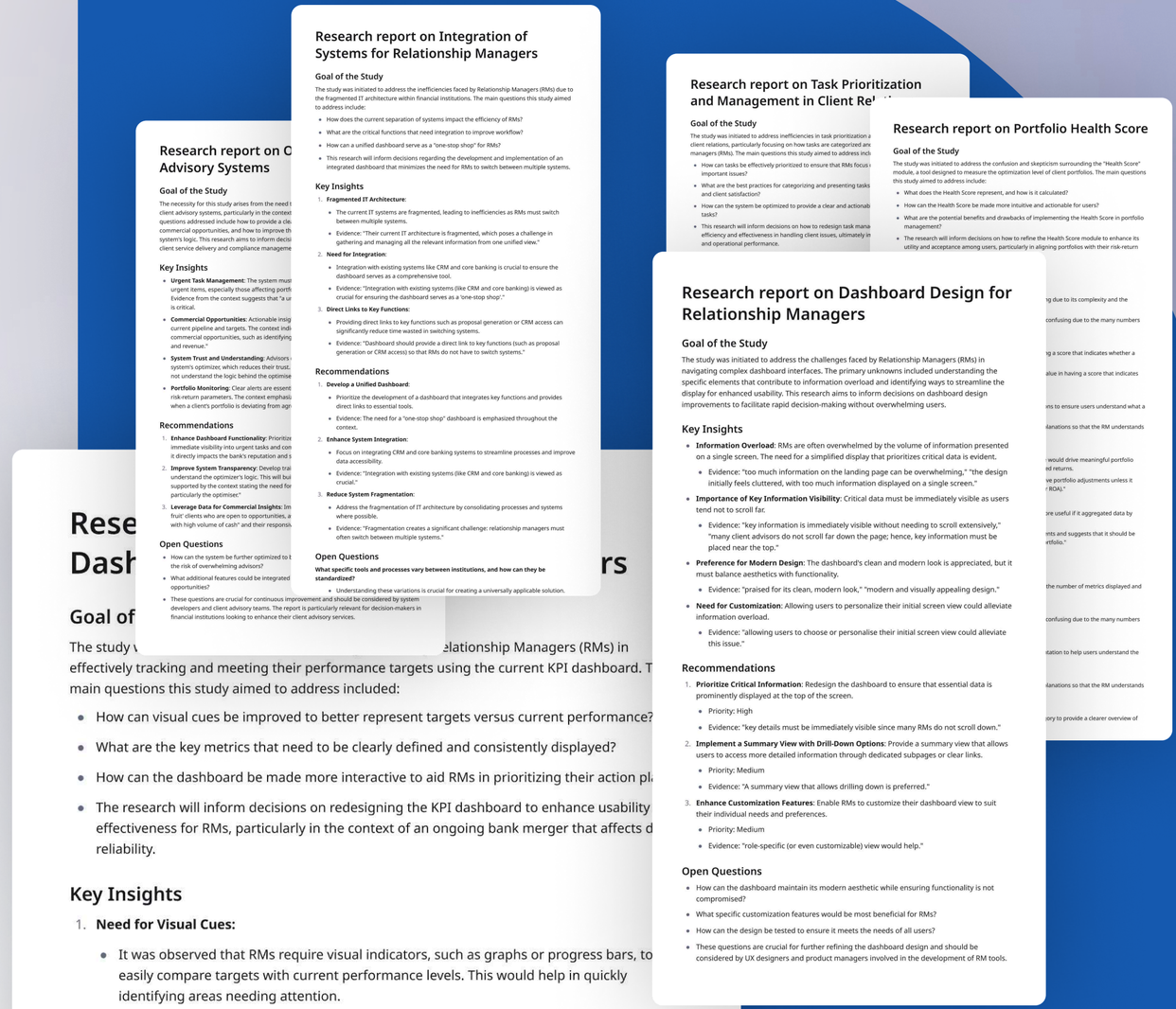
FIRST ITERATION



SECOND ITERATION



FINAL CHOICE



Research report on Integration of Systems for Relationship Managers

Goal of the Study

The study was initiated to address the inefficiencies faced by Relationship Managers (RMs) due to the fragmented IT architecture within financial institutions. The main questions this study aimed to address include:

- How does the current separation of systems impact the efficiency of RMs?
- What are the critical functions that need integration to improve workflow?
- How can a unified dashboard serve as a "one-stop shop" for RMs?
- This research will inform decisions regarding the development and implementation of an integrated dashboard that minimizes the need for RMs to switch between multiple systems.

Key Insights

1. **Fragmented IT Architecture**:
   - The current IT systems are fragmented, leading to inefficiencies as RMs must switch between multiple systems.
   - Evidence: "Their current IT architecture is fragmented, which poses a challenge in gathering and managing all the relevant information from one unified view."
2. **Need for Integration**:
   - Integration with existing systems like CRM and core banking is crucial to ensure the dashboard serves as a comprehensive tool.
   - Evidence: "Integration with existing systems (like CRM and core banking) is viewed as crucial for ensuring the dashboard serves as a 'one-stop shop'."
3. **Direct Links to Key Functions**:
   - Providing direct links to key functions such as proposal generation or CRM access can significantly reduce time wasted in switching systems.
   - Evidence: "Dashboard should provide a direct link to key functions (such as proposal generation or CRM access) so that RMs do not have to switch systems."

Recommendations

1. **Develop a Unified Dashboard**:
   - Prioritize the development of a dashboard that integrates key functions and provides direct links to essential tools.
   - Evidence: The need for a "one-stop shop" dashboard is emphasized throughout the context.
2. **Enhance System Integration**:
   - Focus on integrating CRM and core banking systems to streamline processes and improve data accessibility.
   - Evidence: "Integration with existing systems (like CRM and core banking) is viewed as crucial."
3. **Reduce System Fragmentation**:
   - Address the fragmentation of IT architecture by consolidating processes and systems where possible.
   - Evidence: "Fragmentation creates a significant challenge: relationship managers must often switch between multiple systems."

Open Questions

What specific tools and processes vary between institutions, and how can they be standardised?

- Understanding these variations is crucial for creating a universally applicable solution.

Research report on Portfolio Health Score

Goal of the Study

The study was initiated to address the confusion and skepticism surrounding the "Health Score" module, a tool designed to measure the optimization level of client portfolios. The main questions this study aimed to address include:

- What does the Health Score represent, and how is it calculated?
- How can the Health Score be made more intuitive and actionable for users?
- What are the potential benefits and drawbacks of implementing the Health Score in portfolio management?
- The research will inform decisions on how to refine the Health Score module to enhance its utility and acceptance among users, particularly in aligning portfolios with their risk-return

Research report on Dashboard Design for Relationship Managers

Goal of the Study

The study was initiated to address the challenges faced by Relationship Managers (RMs) in navigating complex dashboard interfaces. The primary unknowns included understanding the specific elements that contribute to information overload and identifying ways to streamline the display for enhanced usability. This research aims to inform decisions on dashboard design improvements to facilitate rapid decision-making without overwhelming users.

Key Insights

- **Information Overload**: RMs are often overwhelmed by the volume of information presented on a single screen. The need for a simplified display that prioritizes critical data is evident.
  - Evidence: "too much information on the landing page can be overwhelming," "the design initially feels cluttered, with too much information displayed on a single screen."
- **Importance of Key Information Visibility**: Critical data must be immediately visible as users tend not to scroll far.
  - Evidence: "key information is immediately visible without needing to scroll extensively," "many client advisors do not scroll far down the page; hence, key information must be placed near the top."
- **Preference for Modern Design**: The dashboard's clean and modern look is appreciated, but it must balance aesthetics with functionality.
  - Evidence: "praised for its clean, modern look," "modern and visually appealing design."
- **Need for Customization**: Allowing users to personalize their initial screen view could alleviate information overload.
  - Evidence: "allowing users to choose or personalise their initial screen view could alleviate this issue."

Recommendations

1. **Prioritize Critical Information**: Redesign the dashboard to ensure that essential data is prominently displayed at the top of the screen.
   - Priority: High
   - Evidence: "key details must be immediately visible since many RMs do not scroll down."
2. **Implement a Summary View with Drill-Down Options**: Provide a summary view that allows users to access more detailed information through dedicated subpages or clear links.
   - Priority: Medium
   - Evidence: "A summary view that allows drilling down is preferred."
3. **Enhance Customization Features**: Enable RMs to customize their dashboard view to suit their individual needs and preferences.
   - Priority: Medium
   - Evidence: "role-specific (or even customizable) view would help."

Open Questions

- How can the dashboard maintain its modern aesthetic while ensuring functionality is not compromised?
- What specific customization features would be most beneficial for RMs?
- How can the design be tested to ensure it meets the needs of all users?
- These questions are crucial for further refining the dashboard design and should be considered by UX designers and product managers involved in the development of RM tools.

Rese… Dash…rs

Goal of…

The study …elationship Managers (RMs) in effectively tracking and meeting their performance targets using the current KPI dashboard. T… main questions this study aimed to address included:

- How can visual cues be improved to better represent targets versus current performance?
- What are the key metrics that need to be clearly defined and consistently displayed?
- How can the dashboard be made more interactive to aid RMs in prioritizing their action pl…
- The research will inform decisions on redesigning the KPI dashboard to enhance usability effectiveness for RMs, particularly in the context of an ongoing bank merger that affects d… reliability.

Key Insights

1. **Need for Visual Cues:**
   - It was observed that RMs require visual indicators, such as graphs or progress bars, to easily compare targets with current performance levels. This would help in quickly identifying areas needing attention.
   - Evidence: "Need for visual cues (like graphs or progress bars) to show targets versus current performance."
2. **Clarity and Consistency of Metrics:**
   - Key metrics such as total AUM, cash available, client count, revenue, and ROA must be clearly defined and consistently displayed to avoid confusion with market data.
   - Evidence: "Key metrics (such as 'cash available,' total AUM, revenue, and ROA) must be clearly defined and consistent across the dashboard."
3. **Interactivity and Drill-Down Capability:**
   - The dashboard should allow RMs to click on KPIs to access detailed views of their client books, facilitating a deeper understanding of their pipeline versus targets.

Oil & Gas

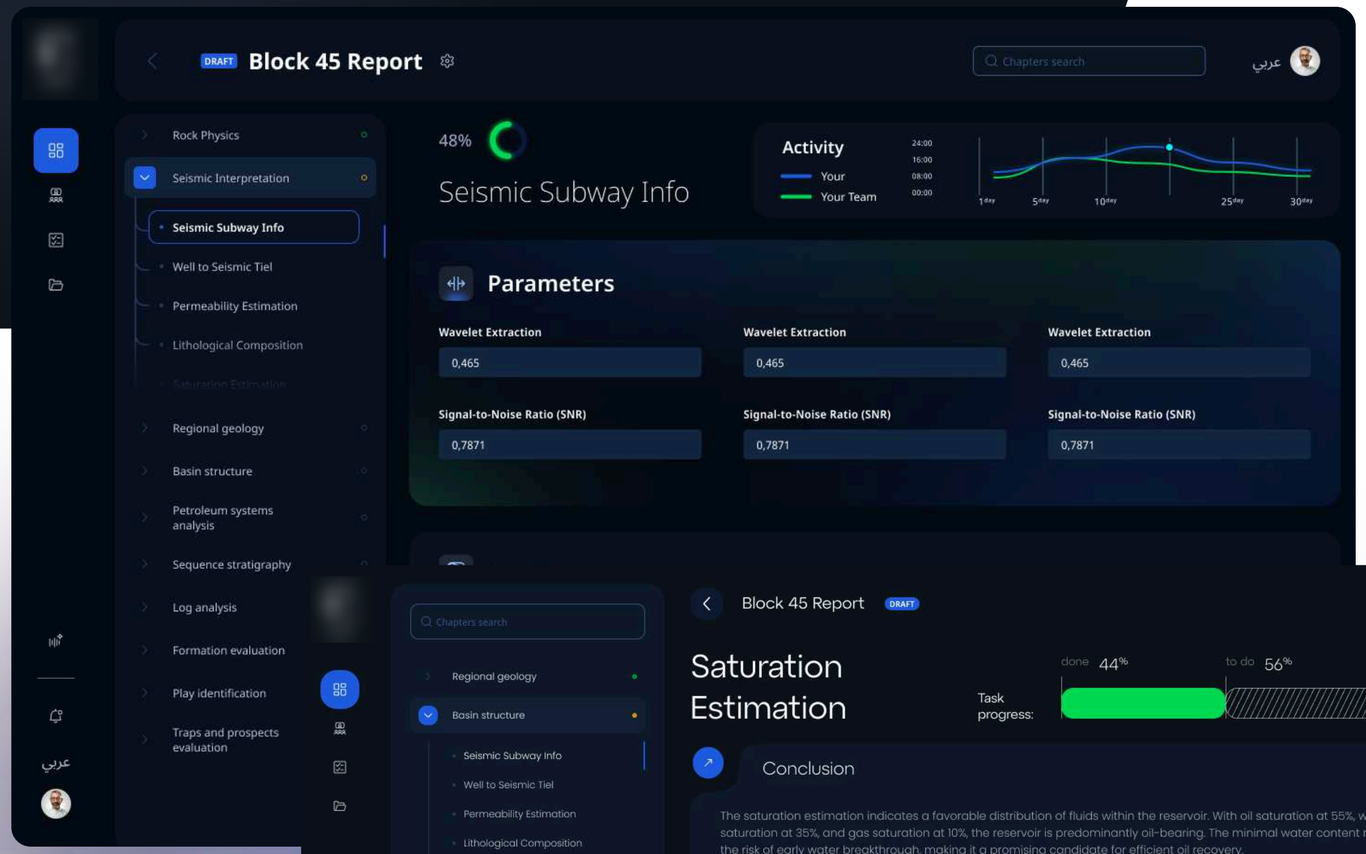
ABOUT PROJECT

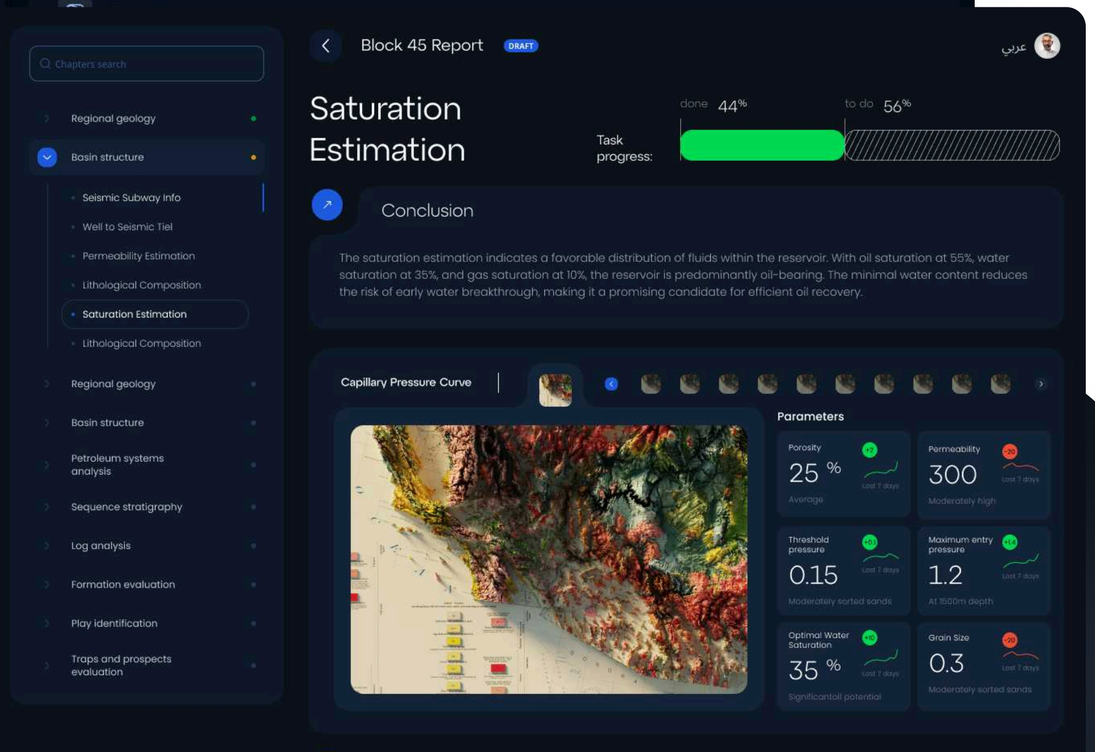
Abu Dhabi based oil & gas company.

DISCOVERY / POC

I joined the project as a key designer to help move the focus of the design into a more dev ready approach. My task was conceptual design and thorough elaboration of user-flow with further elaboration of cases for hand-off.

As well as communication with SME to understand the complex process of oil and gas industries.







CHALLENGES

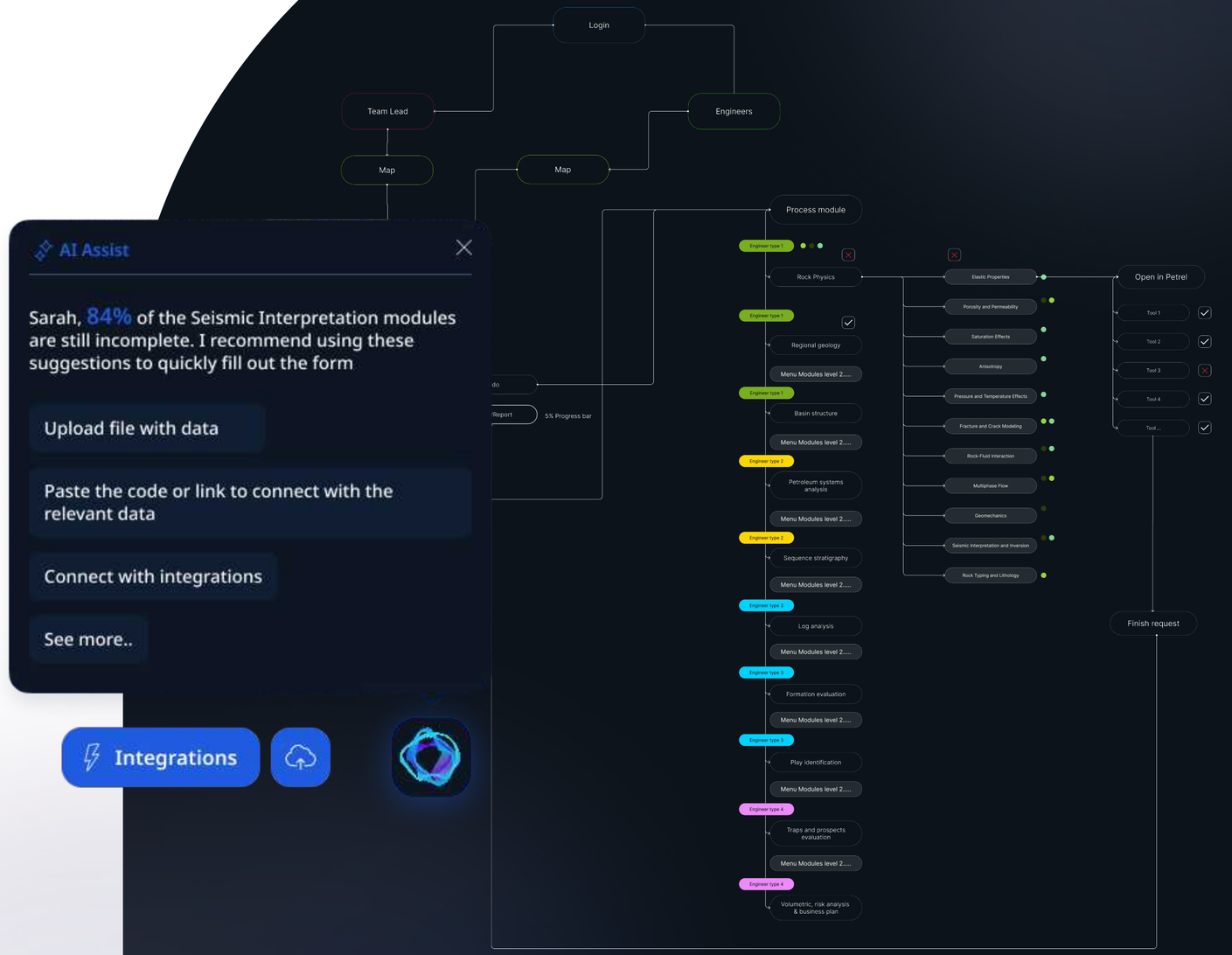
With the project goals changing faster than the weather and client focus constantly switching back and forth, it was hard to keep designs streamlined. Also a heavy focus on AI implementation added up a being a big challenge. Last but not least a 90 day delivery period was proposed by the client

ACHIEVEMENTS

Dissecting complex user journeys and identifying optimal pathways that enhance usability and engagement. My strategic insights have led to the development of smoother and more intuitive user flows.

Despite very unstable conditions, I have successfully managed to bring abstract ideas into practical application and move the development process effectively due to my background in development and teamwork.





Laika

ABOUT PROJECT

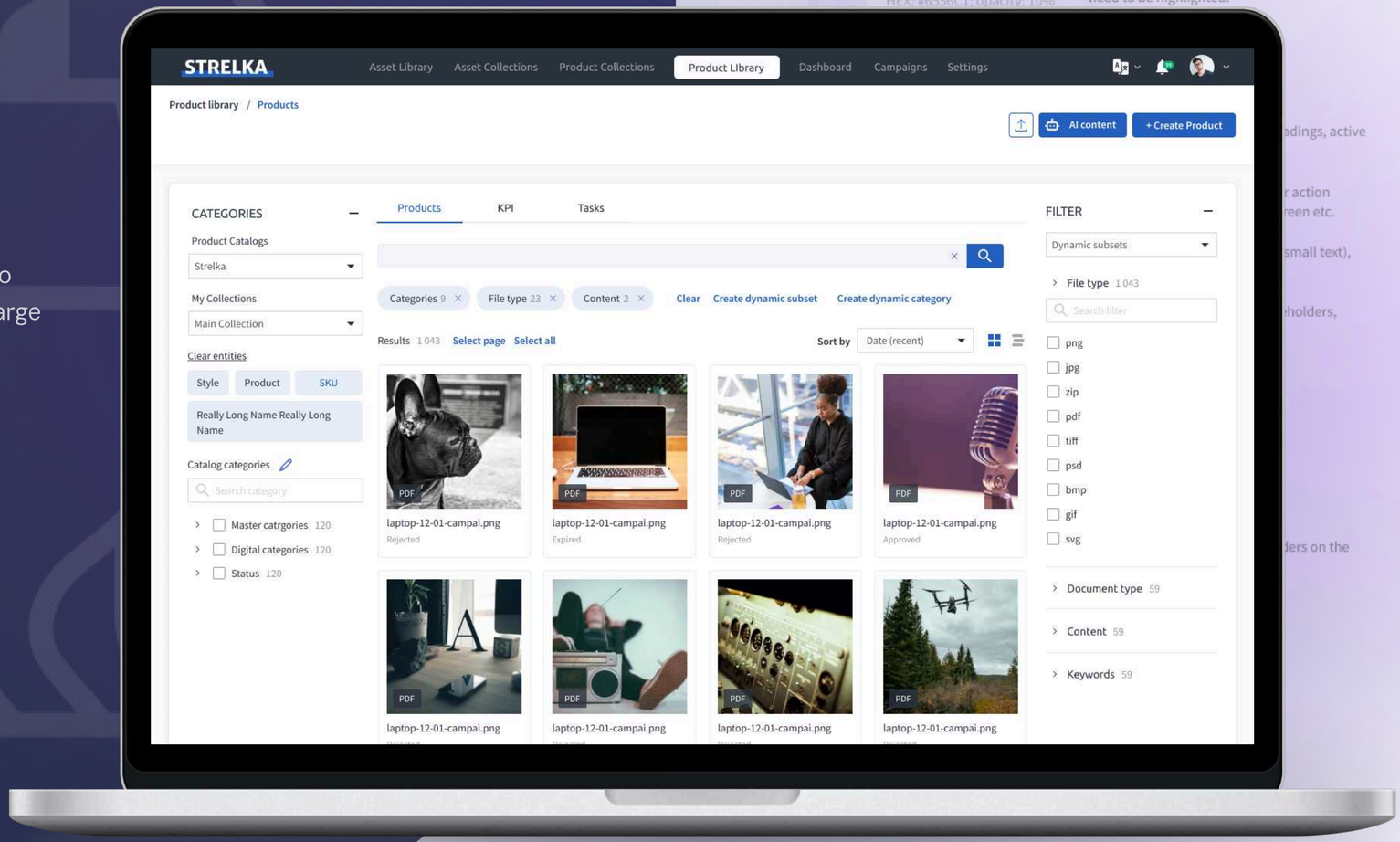
LAIKA is a modern platform.
It is a full-featured product covering multiple business areas like PIM (Product information management), DAM (Digital asset management)
The product is flexible, cross-platform, supports large amount of data, predominantly used by online shops.

As a key designer I played a crucial role in visualizing the way product information and digital assets are managed. I was also tasked with the responsibility of seamlessly integrating the Large Language Model (LLM) flow within the User Experience (UX) framework.

CHALLENGES

One of the main challenges was the complexity of domain.
PIM/DAM systems difficulty lies in building a bridge between user needs and actual features.

Without any way to get a hold of primary users how do you test your findings. Which means I had to find a new way to prove my theories.



Laika

ABOUT PROJECT

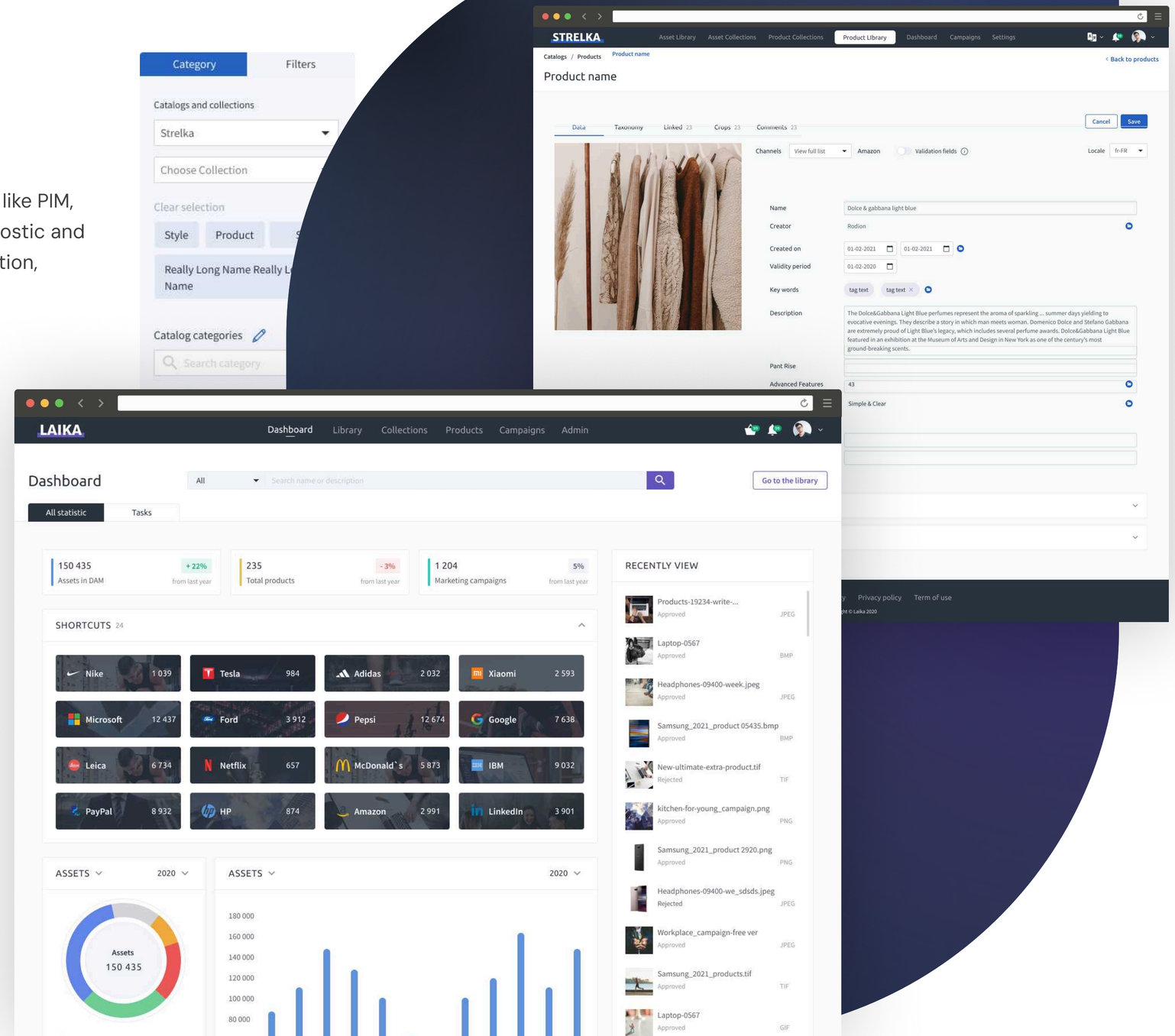
It is a full-featured product, covering multiple business areas like PIM, DAM, MCM. The product is flexible, cross-platform, cloud-agnostic and supports large amount of data. It's a scalable and robust solution, deployable in a variety of conditions.

MY ROLE

As a key designer, I played a crucial role in visualising the way the product information and digital assets were managed. With my expertise, I was able to create an intuitive and user-focused design system that enhanced the overall user experience.

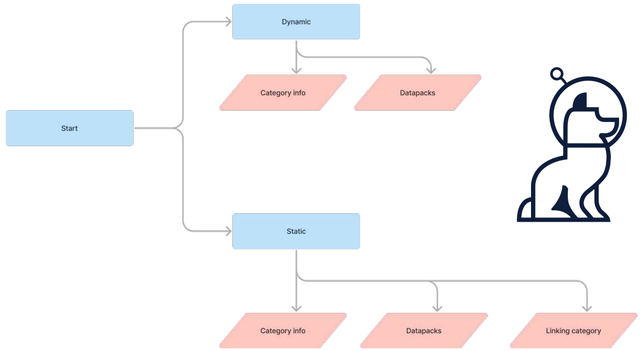
40%

PRODUCTIVITY INCREASE



PROVING MY THEORIES

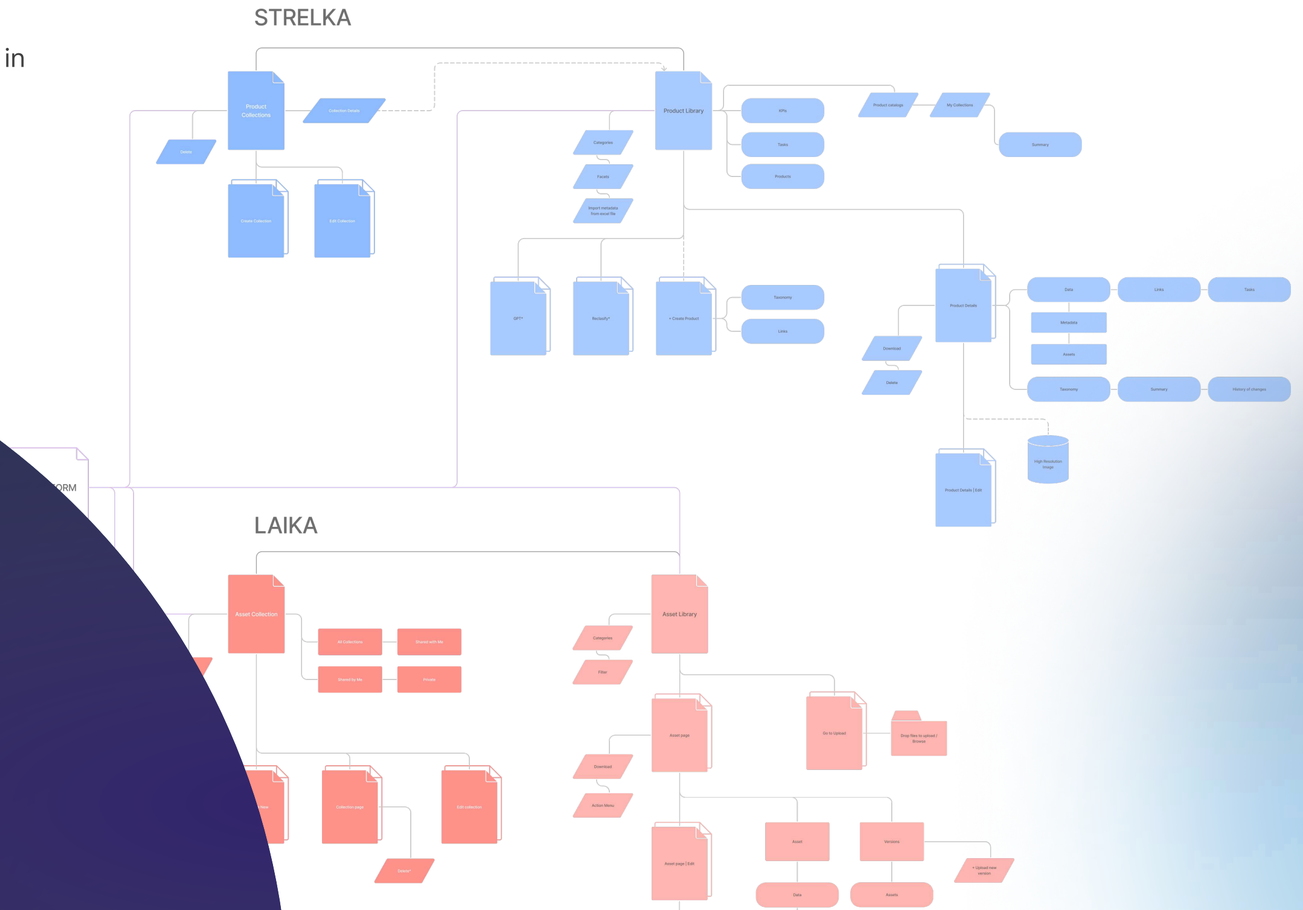
I tried to learn as much as I can about the system users. Asking subject matter experts and stakeholders helped me at least have an idea of their expectations. In particular, also doing a competitor analysis gave me some idea how to move



I tried to learn as much as I can about the system users. Asking subject matter experts and stakeholders helped me at least have an idea of their expectations.
In particular, also doing a competitor analysis gave me some idea how to move forward.

I have also used a different set of test users. Which at least helped me improve the design in a basic way, though not really context-specific.

Lastly I was ready for an uncertain roll out with possible issues and requests for changes.



ACHIEVEMENTS

My proudest achievement was implementing AI features that automated workflows, making the system more efficient and effective.

In the end we increased productivity for our client Primark up to 40% thus helping their employees dramatically.

Insurance

ABOUT PROJECT

It is a dutch insurance company that focuses on post-mortem insurance. People apply and once they past away the insurance money will be spend on their funeral.

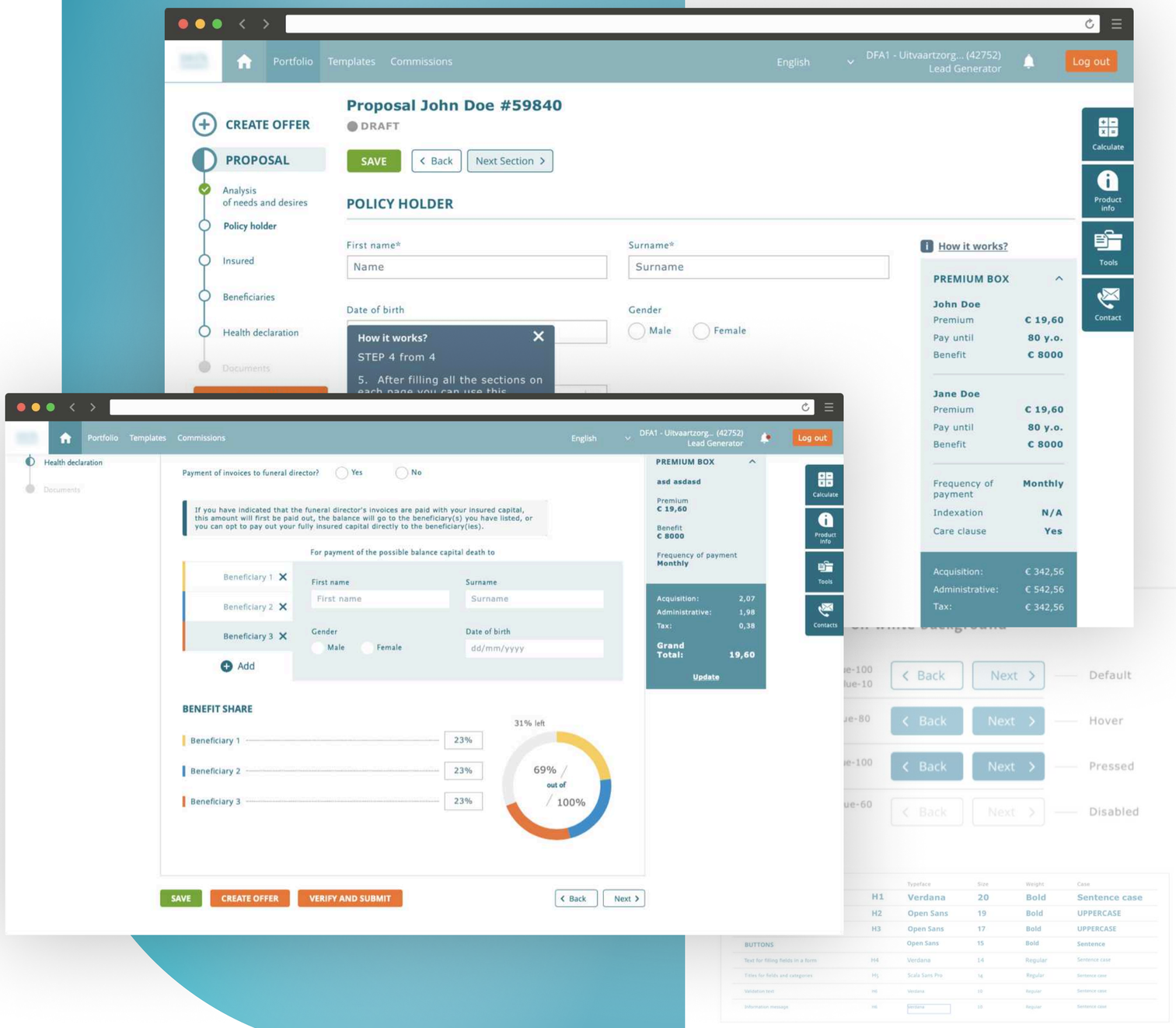
MY ROLE

My role was to ensure that the design decisions were user-centric and aligned with business objectives, ultimately leading to a successful new product launch.

PROCESS

Conducting comprehensive user interviews and facilitate workshops with stakeholders to gather valuable insights for a discovery of a new product. As well as constant collaboration with staff to make sure that we align on the final goal.

One of the main challenges of this project was implementing a medical form that was previously only presented in paper form. So everything has to be moved to digital platform.

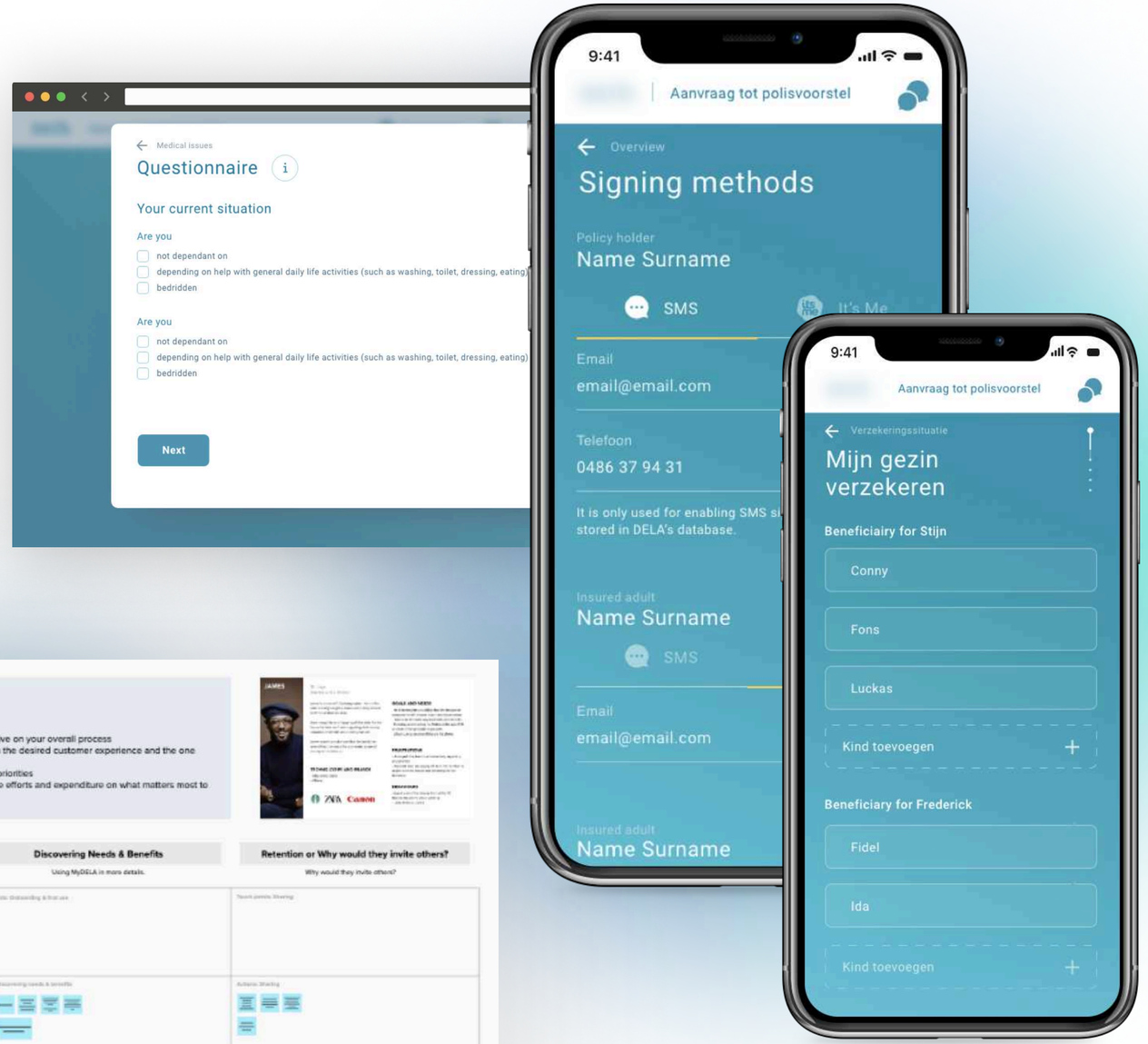


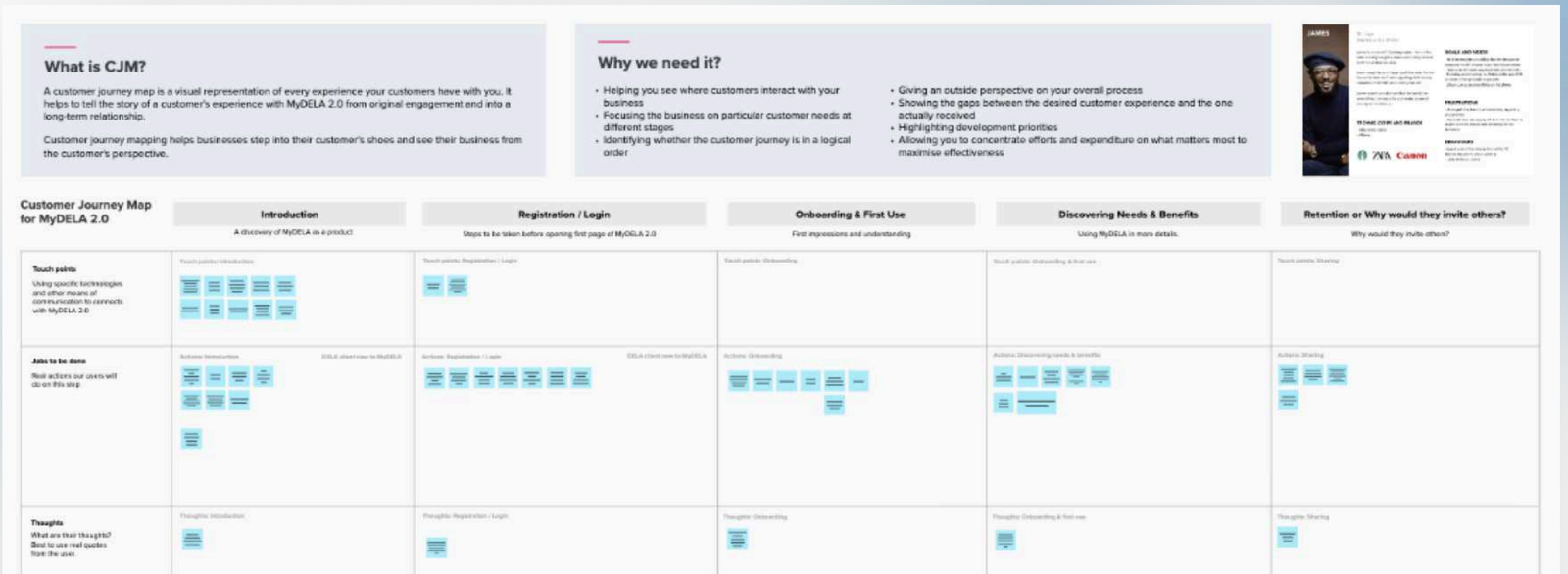
ACHIEVEMENTS

Consistent communication with the client directly resulted in a full and complete trust. Monthly updates to a higher management with consistent results. Before leaving the project I have received certificate of appreciation from management, which showed my dedication.

Collaborated with the external agency that conducted separate user testings and implementing their findings into our current design flow.

Almost 200+ screens were designed and implemented by developers, more than 300+ prototypes passed design review an client approval.





5.3%

REVENUE INCREASE

ACHIEVEMENTS

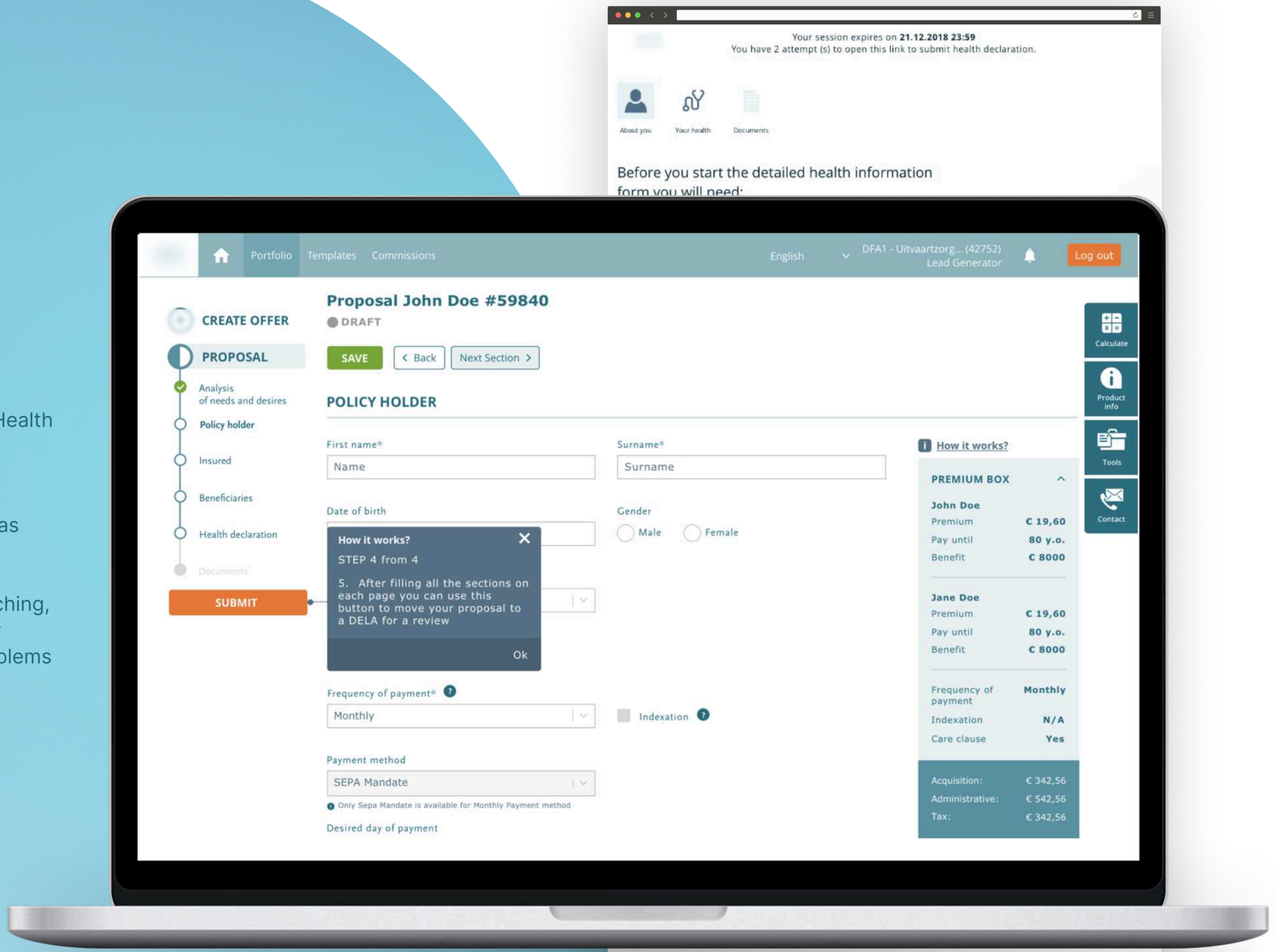
One of the other products I worked on was the Remote Health Form, on which I did the following:

- Started design from scratch
- Created multiple variations of the UI before the ideal was chosen by the client.

I was able to facilitate the client's product vision by sketching, prototyping and conducting user-testing experiences for digital products as well as identifying current design problems and subsequently devising user friendly solutions.

CHALLENGES

One of the core features of this product was its mobile-first approach. Changing the whole concept to suit the new format was challenging and rewarding at the same time.



ACHIEVEMENTS

After working on this product for many years, the client decided to launch another product. I was tasked to be the point person to lead all the discovery sessions.

All the proper channels of communication were created, as well as a complete 6 month plan and strategy, made in collaboration with our Business Analyst.

The first iteration of the CJM workshop was considered a success. I managed a 2 hour workshop and gathered extensive useful data from 8 stakeholders.

CHALLENGES

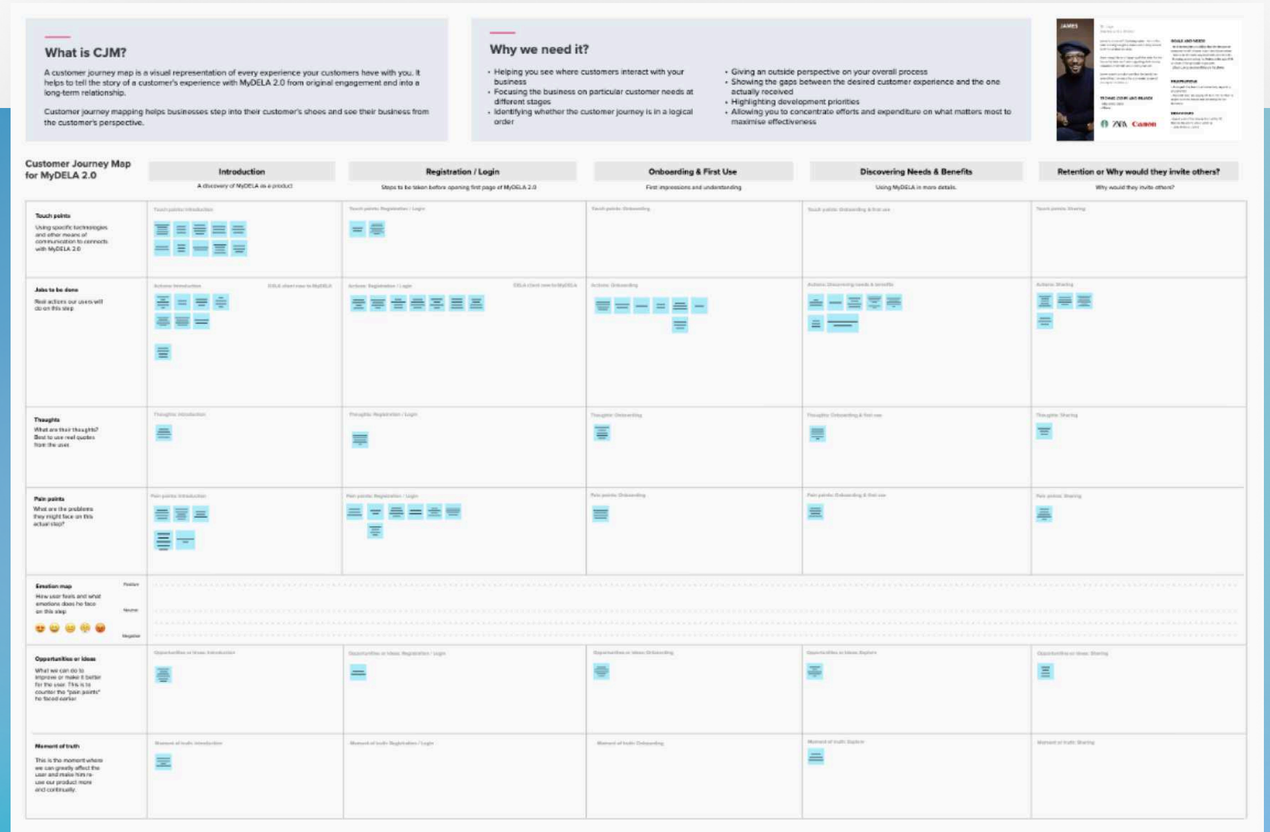
The overall goal of this project was to enable us to follow a DESIGN THINKING APPROACH. Taking that into a consideration, I put together a plan that was happily approved by the client.

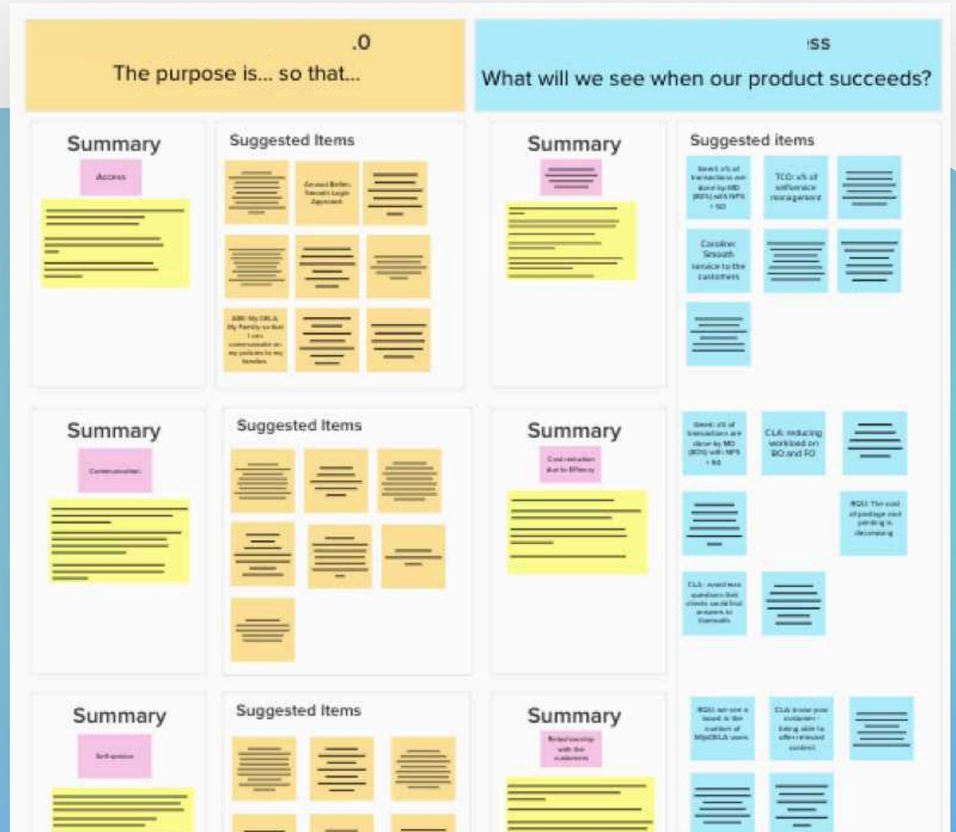
Workshops on topics like Persona Creation were launched within the first month of starting the discovery process. The next thing was to incorporate that into a proper CJM.



- Users **don't know what to expect** after selecting: who will sign, who will pay, how to add multiple people, …
- Users are asking if children under 18 year need to pay, this is only clear if they read the extra explanation given. (Not everyone clicks on it)
- Users have questions about **only being able to insure 2 people** and don't know what to do if they want to insure more than 2 people.
- The **copy** at the bottom **not clear** what to expect. Change copy to eg: find the detail of the insurance here.

- Who falls under '***autre personne***'? Is it my partner, a friend, my sister/ brother or my mother/dad in law? **Some examples could clarify it**
- **Who will need to pay** for it? Them or us?
  Some people above 65 are not digital mature, so visitors interpret this option as a way to do the setting up of the policy. As a consequence they think that the other person will be the insurance taker
- **Disclaimer about the other person being present**





VCMS

ABOUT PROJECT

Worked on mockups such as contracts and interaction between EPAM and a Client.

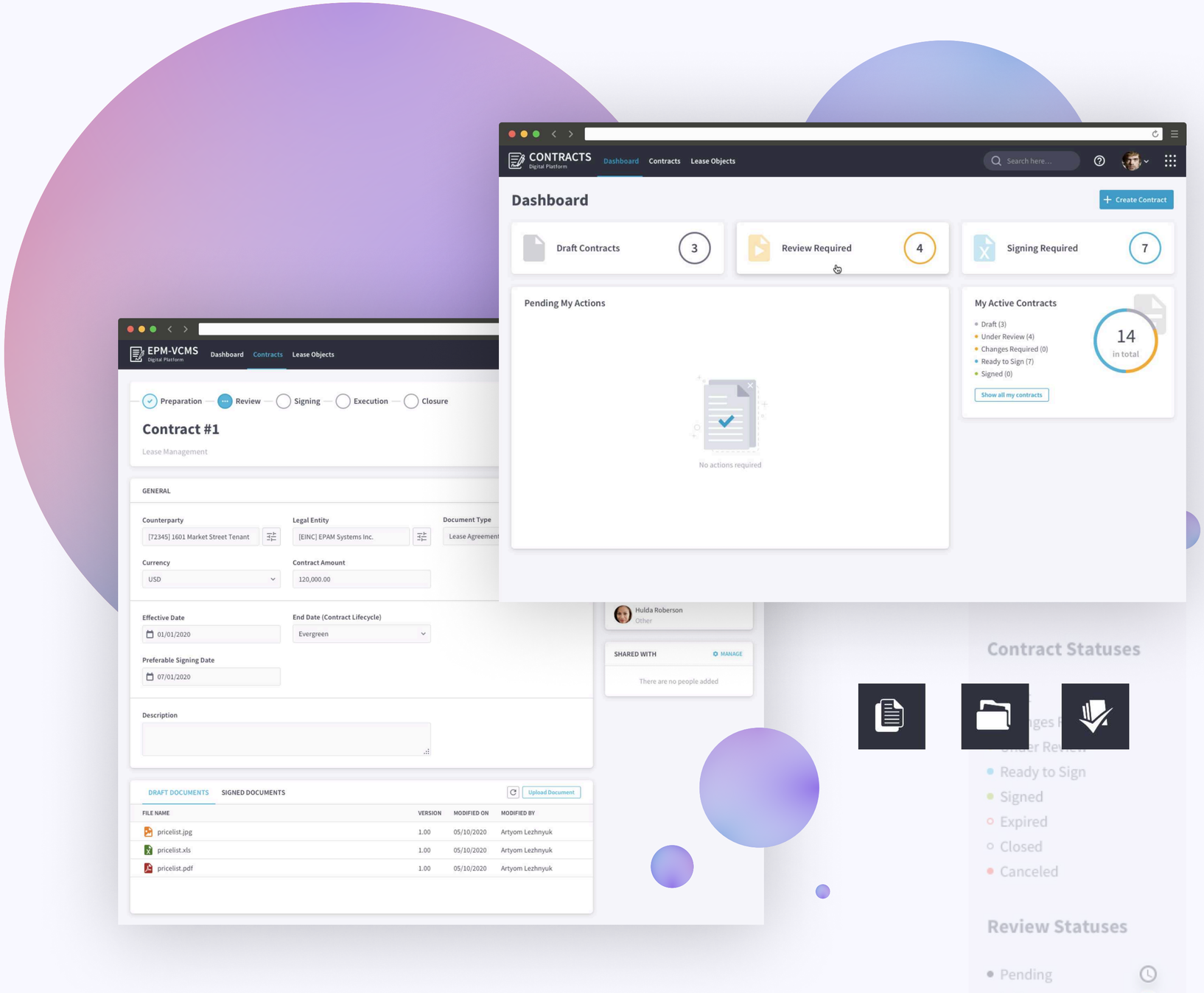
Brainstormed new logo ideas for this new product. Visual design included new icons and main logo. Maintained main style guide through my work process to keep the visual feel intact.

ACHIEVEMENTS

In total, over 20 new icons were created and incorporated in this project.

After showing designs and general ideas for the project to the Product Owner, a strategy was agreed, with management calling my work “interesting and meaningful.”

I have closely collaborated with the developers and the process was set up to be suitable for both Back-end and Front-end Developers.



NDA

ABOUT PROJECT

NDA EPAM is a project that aimed to simplify the process of signing contracts online.

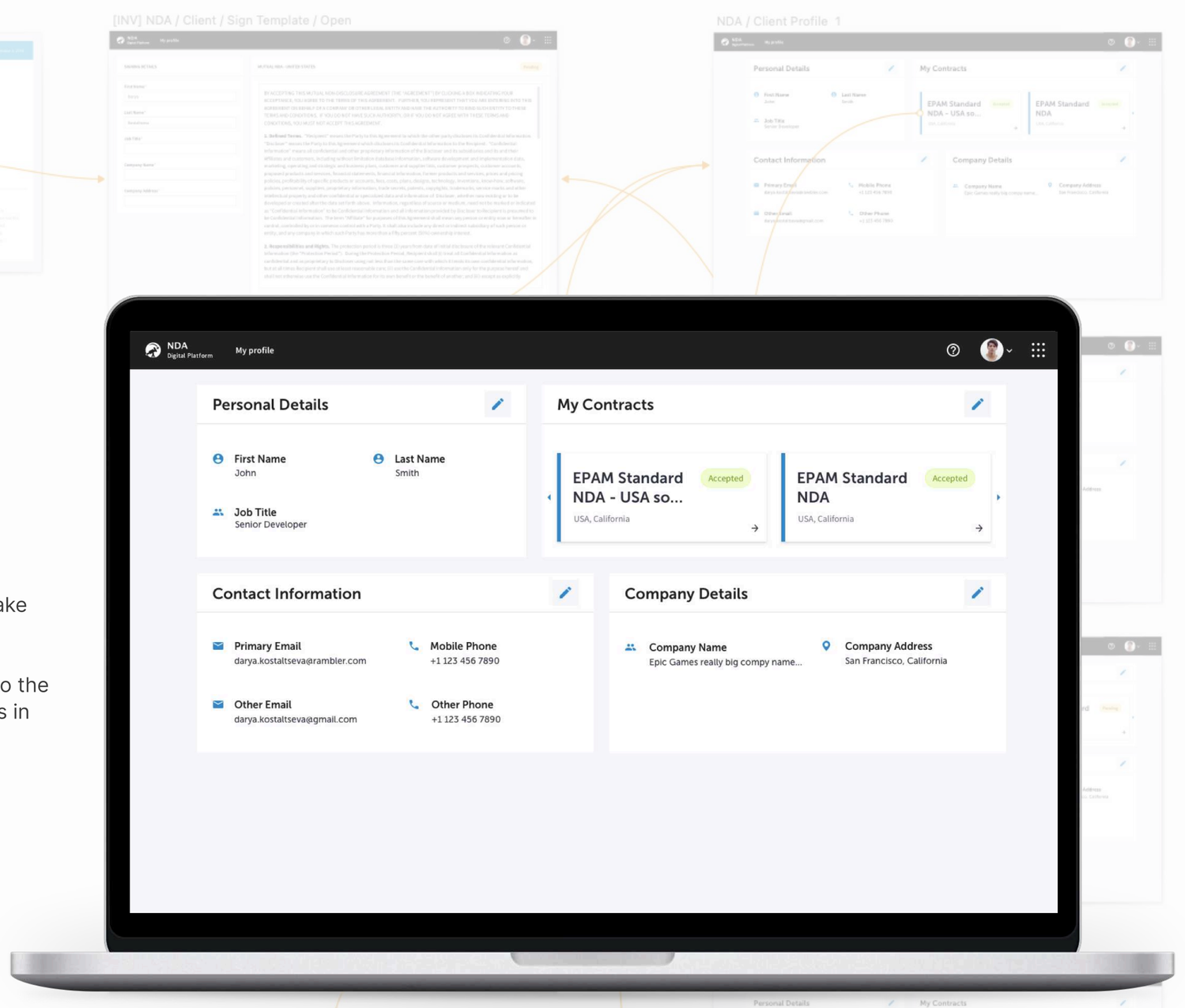
I worked on this project for few months and was able to complete the majority of the UI for the MVP version.

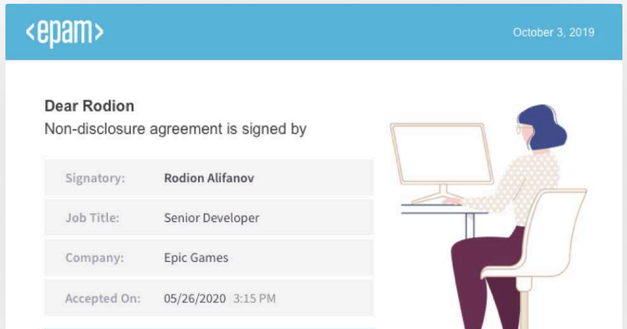
ACHIEVEMENTS

Due to the complexity of this project, many screens had to be connected together and align with business rules.

Since the product has only been started, I had to act fast to make key UX calls to be as useful as possible, as quick as possible.

A clickable prototype was created to quickly show the results to the current Product Owner and drive the direction of the next steps in development.





Technodom

ABOUT PROJECT

Technodom.kz is one of the largest retail stores in Kazakhstan. It support a variety of services within itself.

CHALLENGES

This was my first role as a design team lead and UX specialist. Due to nature of e-commerce the work has to be done and implemented within few weeks, sometimes even days.

Since the website has been used by millions everyday it was hard to pinpoint the right functionality and choose what worked and what didn't.

ACHIEVEMENTS

Implementation of design system that was beneficial for both dev team and QA. Managed testing sessions in qualitative as well as a quantitive results.

Successfully implemented testing in diary studies that lead to noted increased sales up to 27%.



CASE 02

Technodom | Making gaming look cool

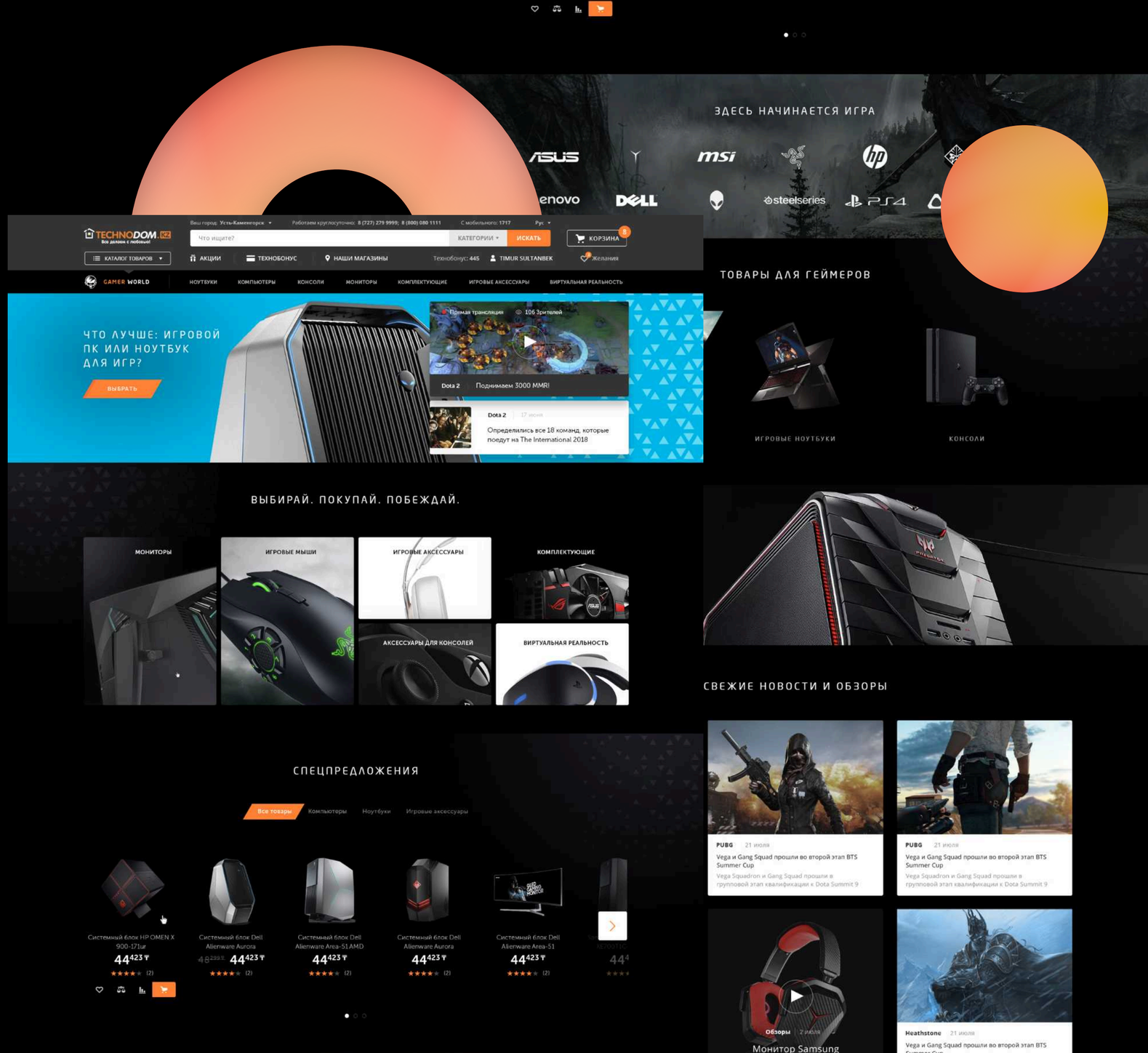
ABOUT PROJECT

Technodom's side project to increase sales in the Gaming department. I created a separate look for the main site.

CHALLENGES

Technoservice is an inside technodom.kz crm system for logging in and maintaining orders, mainly focused on insurance claims.

My job was to make it easily understandable and to enable images to be uploaded for claim items on the go.



THANK YOU!