

Roman Lashkevich

Head of Product, Head of Design(UI/UX)

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Professional knowledge and skills

Product management:

- Creating White paper, Product Vision
- Product Backlog management
- Worked with Agile methodologies and Scrum / Kanban frameworks
- Sprint planning, task decomposition (Story Mapping), holding retrospectives
- Creating vacancies, personnel hiring
- Content quality control
- Control on transferring content from/to the localization department (8 languages)
- Communications to the related departments
- Identification of product problems and ways to achieve them
- Writing technical specifications, drawing reference

Business Analytics (BA):

- Studying the customer's company, its capabilities and competitors
- Researching the consumer group
- Forming requirements for statistics and its analysis

Usability:

- Development of interfaces with a focus on users (customer development)
- Adaptation projects for people with disabilities
- Design patterns
- Cognitive Psychology in design
- Features of cross-platform interaction types

User Experience (UX):

- Product Concept
- Project Architecture (design system, design ops)
- Customer Story / Job Stories
- Customer Journey Mapping
- Interactive prototypes

User Interface (UI):

- Typography
- Coloristics
- Perspective guidelines
- Contrast
- Focus of attention
- Infographics, iconography
- Micro-interaction
- Macro-interaction
- Vector 2d illustration
- Animation illustration
- Preparing guidelines for developers

Testing:

Usability testing, card sorting, interviews, mass surveys.

Front End:

Good level of cross-browser HTML/CSS coding using technologies of transformation, animation and adaptive construction. Basics level of JavaScript, jQuery. Working with GitHub. Systematically did design review layouts on Angular. Familiar with React, Vue. Worked a lot with svg and its animation on css and smile.

Platforms:

- Desktop: Windows, Mac OS
- Mobile: iOS, android, blackberry

Guidelines:

- Google Material Design (Google)
- iOS Human Interface Guidelines (Apple)
- Guidelines a Universal Windows Platform (Windows)

Professional literature:

Read is the books of Camp, Raskin, Altshuller, Tschichold, Tufte, Brown, Michael Janda. The last 3 years began to read articles of interface design and related professional topics.

Languages:

- Belarusian (Native)
- Russian (Native)
- English (A2, in the process of studying)

Personal Qualities:

I live in Minsk. I am 25 years old. I follow the principles of "FFF", responsibly care about performing the tasks assigned to me. Said - did. I am always looking for the most effective solutions. I appreciate the moral and ethical values and norms of the person. I develop comfortable product, based on empathy and mental microinteractions.

Work experience (8 years)

June 2018 — Present

Rlashkevich (Freelance, rlashkevich.com)

Note: I work as an Individual Entrepreneur

Responsibilities:

- Negotiations
- Making partnership relations
- Solving business problems in interface design

October 2016 — May 2018 (1 years and 7 months)

Interactive Company (Kazan)

About company: Startup in the field of interactive cinema

Position: Head of Product, Head of Design

Responsibilities:

- Competitor analysis
- Concept and design product (web, android, iOS)
- Create and refreshing Design system
- Creating White paper, Product vision
- Work organization of the product team
- Product Backlog management, task decomposition (Story Mapping)
- Creating vacancies, personnel hiring

April 2016 — March 2017 (11 months)

Embria (Saint Petersburg, embria.com, olymptrade.com)

About company: Binary options platform as part of the Embria holding

Position: Senior Product Designer (UI/UX), Product Owner, Scrum Master

Responsibilities:

- Development of education product for the binary options platform
- Creating Product Vision and Product Backlog management, sprint planning, task decomposition (Story Mapping), holding retrospectives.
- Analytics (deep diving into the product, competitors' analysis, defining of the target group, making the user profile)
- Delegating tasks to the team (Front-end Developer, Back-end Developer, QA, Motion Designer's(2), Illustrator and Content Manager)
- Content quality control
- Control on transferring content from/to the localization department (8 languages)
- Communications to the related departments
- Forming requirements for statistics and its analysis

- Creating vacancies, personnel hiring
- Product Design (Product Concept, Site Map, Customer Story, Customer Journey Mapping, Job Stories, Interactive Prototypes, Design System, Design Components)

Achievements:

- Experience in working on high-load project (24 000 000 hosts per month) on 8 languages
- Team management (Front-end Developer, Back-end Developer, QA, Motion Designers(2), Illustrator and Content Manager)
- Fast career advancement to Product Owner / Scrum Master

October 2013 — July 2016 (2 years and 9 months)

It-hod (Minsk / freelance, it-hod.by)

About company: Digital agency

Position: Art Director (UI/UX)

Responsibilities:

- Sketching, prototyping
- Design of e-commerce, web services, applications, promo-sites
- Negotiating with customers
- Infographics, iconography
- Making design of the new company products
- Creating guidelines

Achievements:

- Victories in tenders for the development of interfaces for the "Brand of the Year of the Republic of Belarus", "UN Global Compact" with further implementation
- Development of the large functional interface for the startup
- Design of the internal company projects: Content Management System (CMS) and Customer Relationship Management (CRM)
- Increased knowledge in the development of projects in close operation with Technical Department

Note: After 10 months, I switched to a remote work format

September 2012 — April 2013 (6 months)

Xameleon (Minsk, xameleon.by)

About company: Design studio

Position: UI/UX designer

Responsibilities:

- Design of user friendly interfaces
- Design of new projects and quality control
- Negotiations with customers

Achievements:

- Experience of working on projects in a team of professionals
- The development under direction of the art directors

October 2010 — December 2012 (2 years and 1 month)

Freelance

Position: UI/UX designer

Responsibilities:

- Rebranding companies, its projects
- Negotiations with customers
- Development of layouts with designers under direction of the art directors
- Development of logotypes and elements of corporate style for companies' products

Achievements:

- Victories in competitive projects
- Got experience in business negotiations
- Experience in remote cooperation with the development team
- Learned time management

Education

2010 – 2014

Higher unfinished (Belarusian State University, Minsk)

Faculty of Mechanics and Mathematics: Information Technologies

Specialization: Web Development and Internet Technologies

2002 – 2010

Secondary (Zhlobin Multidisciplinary Gymnasium № 1)

Physics and Maths class

1999 – 2002

Secondary (Zhlobin Secondary School №1)

Maths class