



Timonov Maksim

Product design & Design management

8+ years of experience as a UI/UX and product designer. I have worked in digital agencies and fintech companies. I have a master's degree in graphic design. I started my career in digital agencies as an independent UI/UX designer. I grew up as a lead designer in them and now have 5+ years of experience as a lead designer. I developed mobile applications and WEB services.

For the last 3 years, I have led the redesign of internal products: B2B (B2E) SaaS platform and its services in FinTech at SberBank (top 1 bank in Russia and the CIS). 1.5 years in the company as Head of design. I managed a cross-functional team of 15 people. Key competencies: design team management, playing coach for my team, organization of a stable increase in product metrics.

EXPERIENCE

SberBank

2019 – 2022

www.sberbank.com

Biggest FinTech Bank in Russia

Head of product design team and ux researchers. B2E super app integrated with CRM, low-code platform, virtual assistant.

Achievements

- Hiring 15 candidates for your team and neighboring units. Product of designers and UX researchers
- Launching a redesign of a working service in 9 months, with a CSI retention of at least 4.5/5.
- Development and implementation of the design system. The team used up to 300,000 copies of the design system elements.
- Organization of team work. Decrease in simultaneously active tasks from 80 to 20 per team. Optimization of sprint design and team volume.
- Successful transfer of the team and retraining from the sketch tool (+zeplin+abstract) to Figma+Principle.

CONTACTS

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HARD SKILLS

CJM	FramerX
JTBD	HTML/CSS
Figma, Sketch	React
Design System	Git
Service Blue	A/B testing
Print	Adobe CC

SOFT SKILLS

SaaS	Design Thinking
Agile	Human-Centered design
LeSS	Data-Driven design
Project Management	UX research

LANGUAGES

English	Fluent
Russian	Native



CERTIFICATES AND TRAININGS

SberBank+IIDF 2020
iidf.ru

Product workshops

SkillBox 2019
skillbox.ru

UX design with Michael Janda

SkillBox 2017
skillbox.ru

Mobile Application Design

Art-film 2011
arteriakino.ru

Directing course

MHPI 2008
mhpi.edu.ru

Photography

**NOU Training center
A.F. KONTO** 2006

Computer animation

HOBBY

Film photography, tacking, hiking,
dog training

EXPERIENCE

Royal Software

2016 – 2019

www.royalsw.ru

Digital Agency

Senior designer. Experience designing mobile and web B2E&B2B applications. Complex platforms and phygital products.

Achievements

- Supervising the work of 10 people. Designers, developers and testers. Building workflow and work standards.
- Facilitation of Agile practitioners in the team. Setting up a workspace in Jira, maintaining a knowledge base for projects in Confluence.
- Work with 2 external design agencies on outsourcing.
- Development and implementation of a design system for CRM and the administrative part of products.
- Recruitment and promotion of two designers in the company from junior to middle + level

Lark IT

2014 – 2016

www.larkit.org

Digital Agency

Experience designing mobile apps & corporate sites with CMS. Ads landings.

Achievements

- Supervising the work of 3 designers inside the studio and outsourced.
- Simultaneous work with 3 projects. Successful planning and delivery of work on time.
- Learning html, css, js, bootstrap framework to work with the web

EDUCATION

BHSAD 2020
britishdesign.ru/en/

Course, CX/EX Service design

MHPI 2014
www.mhpi.edu.ru

Master's degree,
Graphic designer

ANABIN STATUS H+/-
(Confirmation for Germany)