

Maksim Postnikov

Product Designer / UX/UI Designer

Work experience

Navicon, Design & development Lead ↗

I am responsible for design and development of corporate websites, improving design process and driving key marketing metrics.

- Redesigned and technically updated navicons.com, increasing conversion to leads by 20% and reducing support costs by \$10 000 per year.
- Prepared over 200 page layouts and customized them for development. Created 10+ landing pages to test hypotheses.
- Accelerated design and development processes 3 times by creating a unified design system and migrating to a new web architecture.
- Provided weekly technical support: updated information on the sites, made design adjustments and UX improvements and fixed bugs.

March 2021 – now

wcv.vc, Product Designer ↗

Designed and launched a personal brand development web app. I was entirely responsible for its visual design.

- Conducted market research, designed corporate identity, design system and created user interface;
- Defined the brand positioning, developed the landing page and created the design of marketing materials;
- Created a product development strategy and its financial model. The product gained 10+ leads at the launch stage, among them – top managers, freelancers, analysts and marketers.

March 2020 – December 2022

Education

BMSTU / Engineering business & Management

Master's degree in Business Analytics

Bachelor's degree in Innovatics

2018 – 2024

Innopolis / Product management

Professional development, digital department

2022 – 2023

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Skillset

Product design

UX research, prototyping, UX/UI design (web and mobile), copywriting, design systems review, design thinking, generative AI

Product management

Backlog/requirements formation, hypothesis generation, product metrics, marketing analysis, financial modeling, CJM, JTBD

Front-end development

Layout, HTML/CSS, responsive design, JavaScript, jQuery, animations, SEO-optimization, CMS, web analytics, documentation development, administration

Soft skills

Creativity, attention to details, systematic, critical and analytical thinking, leadership skills, emotional intelligence

Tools

Figma Photoshop Webflow
 Tilda VS Code Google Analytics
 Miro Notion GitHub ChatGPT

Languages

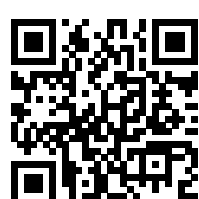
English – Upper Intermediate

Russian – Native

About me

I create design as a system of interrelationships, taking into account user needs, business objectives and design features.

Take a closer look at my portfolio on my website.



Portfolio

<https://postnikovmd.com/en/projects>

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