

## Introduction

My name is Maxim Melnikov, and I'm a digital product designer with a passion for web & mobile interfaces and interaction design.

Graduating from high school in 2007, I enrolled in the National Research Nuclear University, but after five semesters I realised that physics was not my calling, and therefore withdrew from that line of education. However, these three years gave me the aptitude and technical skills which have transferred to design. This scientific approach in my work helps solve any problem in a rational and process-driven way.

In 2011, a friend of mine and I decided to create a simple OS X application to control our favourite music players. That's how I became a designer.

I've been working with both B2C and B2B for over 9 years now. I have had the privilege to work with companies such as Microsoft, Nokia, Yandex, Rambler&Co, Specl, KUPIVIP, Megafon, VTB24, Chevrolet, EKA, Sedmoi Kontinent, LitRes, and more. My work has reached an audience exceeding 80 million customers.

## Skills

Web and mobile user interface design; visual design; interaction design; wireframing; low- and high-fidelity prototyping in Framer; front-end development (HTML and CSS); JavaScript; some experience in React; Git SCM.

## Tools

Figma; Sketch; Framer; Principle; InVision; Adobe Creative Suite.

## Contact

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Portfolio: bbsod.com

## Employment

### *Specl (2018–2020)*

Worked on a redesign. Designed a new end-user facing product and launched two internal tools for the customer support team. Developed design guidelines and the first version of an (S)CSS framework with a set of HTML-snippets for creating common UI components.

### *KUPIVIP (2017–2018)*

Led design for both iOS and Android consumer apps (including wearables), designed an internal app for optimising work of the delivery department. Worked with an external design agency on the company's rebranding.

### *Semibold Mammoth (2011–2017)*

Designed Simplify, an award-winning OS X app for controlling music players. Was responsible for the visual and interaction design and HTML/CSS/JS development.

### *Actis Wunderman (2012–2014)*

Was responsible for creating highly polished and usable mobile interfaces, from concept to production, for all major mobile platforms such as iOS, Android and Windows. Created mobile apps for clients such as Microsoft, Nokia, BP, Chevrolet, Yandex, and others.

## Notable Projects

### *Simplify*

A music controller with more than 150 000 users. It was a long-time Top 100 app in the Mac App Store; was featured in many online magazines, nominated to the Golden Kitty Award by Product Hunt, and awarded "Music App of the Year" by TUAW editors.

### *Megafon MegaFaces app*

A questionnaire application to support the Megafon's MegaFaces kinetic installation at the 2014 Winter Olympics. The project won a Cannes Lion award for Creative Innovation.