My name is Oleg Tischenkov http://olegti.com

I'm a visual and UX/UI designer (+illustrator, animator, motion designer).

I had to chose a few from hundreds of my projects. Some of my projects were successful, some of them were interesting and some of them brought income to me and to my clients, but all of them taught me something new.

I'd like to introduce the 6 most important projects from the recent years.

1 Rukuku

Objective :

Create an online educational service.

1. Workshop - Web application for making courses.
2. Auditorium - Delivery platform. Place were users can learn and teach.
3. Marketplace - Space for buying and selling courses.
   info-video (https://vimeo.com/88503710   https://vimeo.com/34849695)

My role: Chief product designer.

We created documentation about all user scenarios, described functional components and designed all screens. We also made a website map, wireframes, prototypes and final mockups.

After beta release we made carried out a thorough analysis of user tests.

Basing off these results we made some strategy changes and after several releases we started our service.
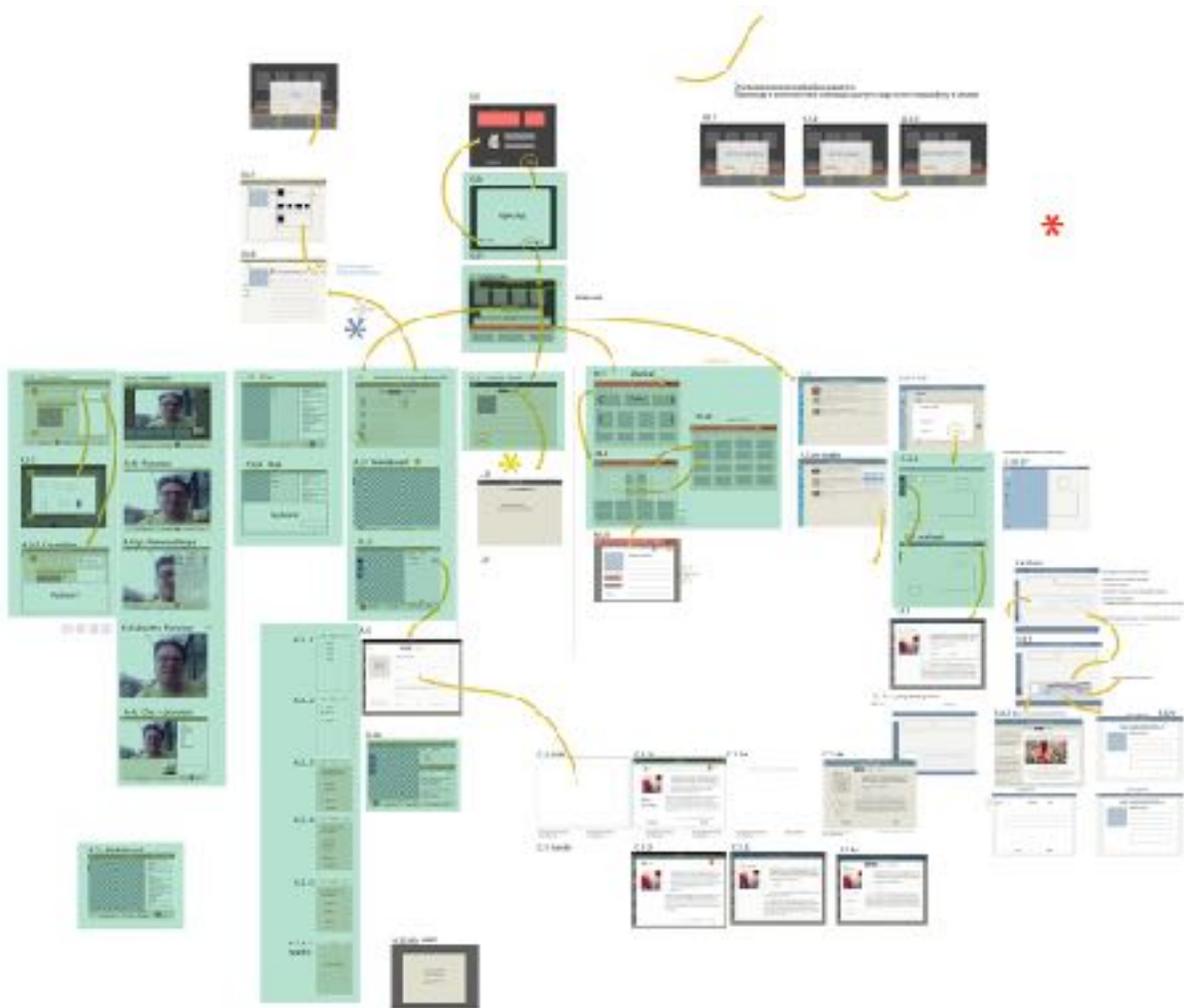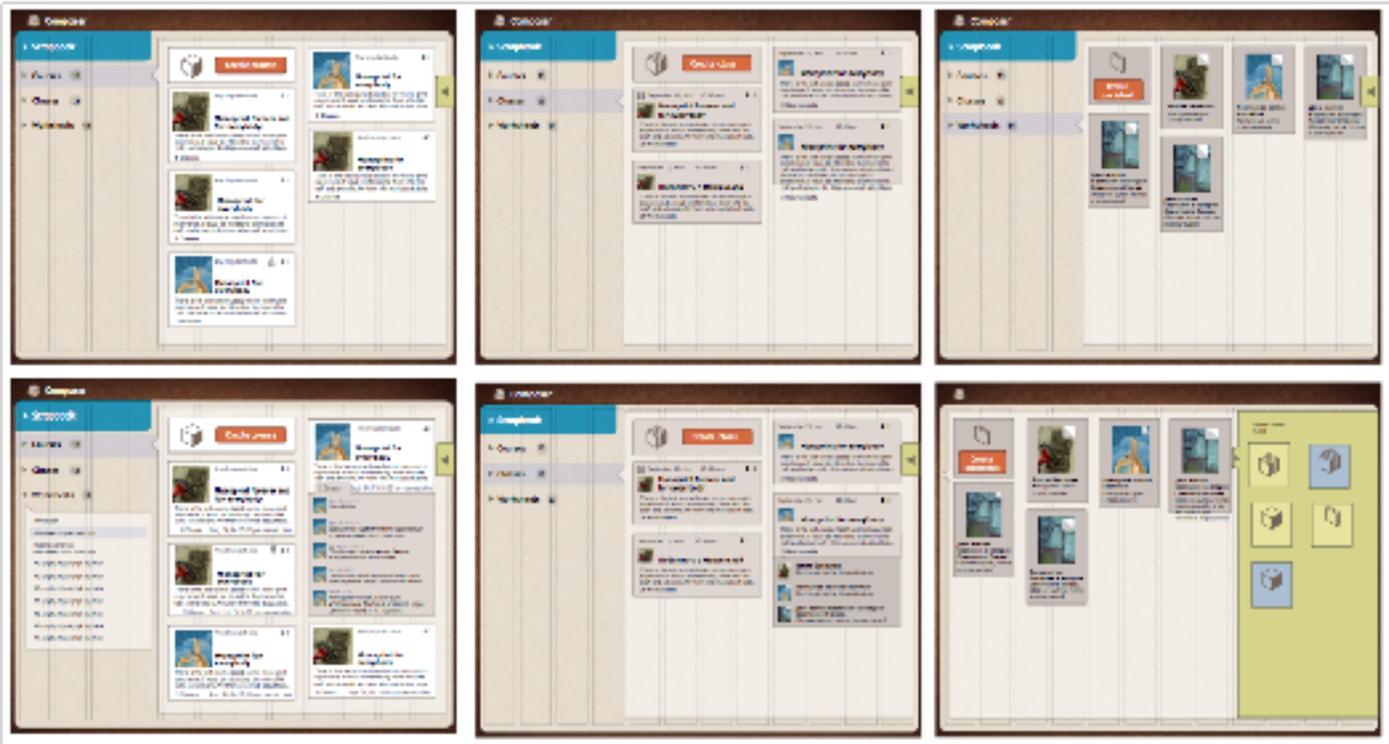
Result: We have about fifty thousand users. American Bank and University of Pennsylvania are some of the users who have subscribed to our service for their inner educational purposes.
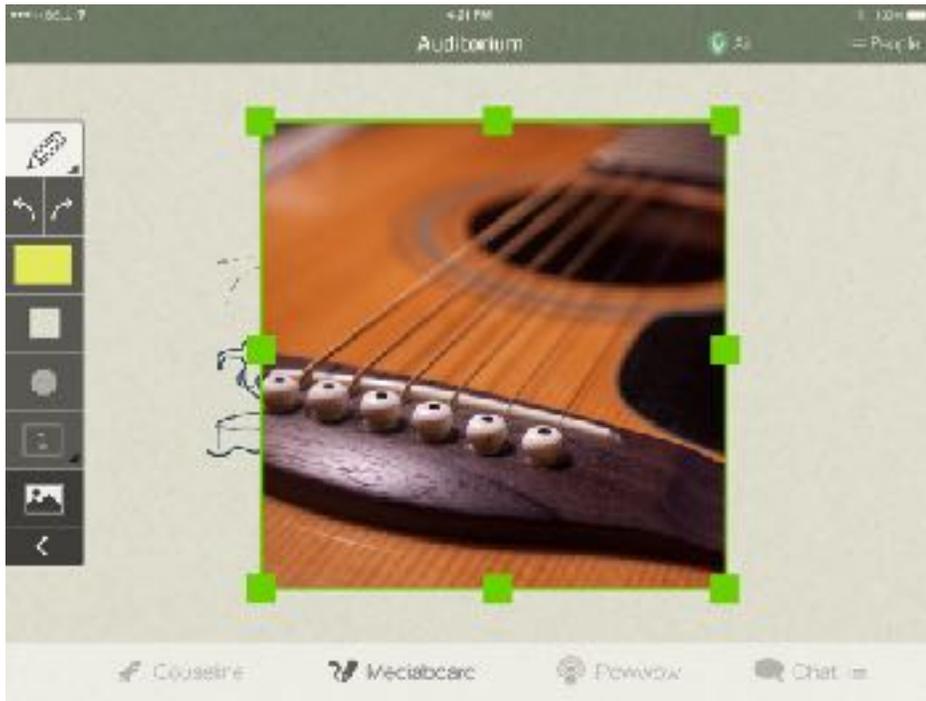
2 Rukuku Mediaboard. iPad Application

Objective: Part of the Rukuku iPad application. For marketing reasons we decided to make a separate application based on our service.

It is a collaboration communication tool. Users can work together in an image editor where you can invite friends, talk, make or edit images or any other visual document, scheme or mind node.

My Role: Service design, research , UX/UI design, wire-framing, prototyping, interaction design, mockups, work with developers, QA, testing and analytics.

Result: We had positive feedback from our users.
It was my first experience in iOS business application design.

3 Questrade. Portfolio IQ

Objective: Financial company started a wealth management service.
Main purpose: bring the service to clients, explain details and benefits.

My role: UI designer, video producer and director, animator, character and motion designer.

We made a website, advertising print materials and educational videos. In these videos I explain different types of investment portfolios.
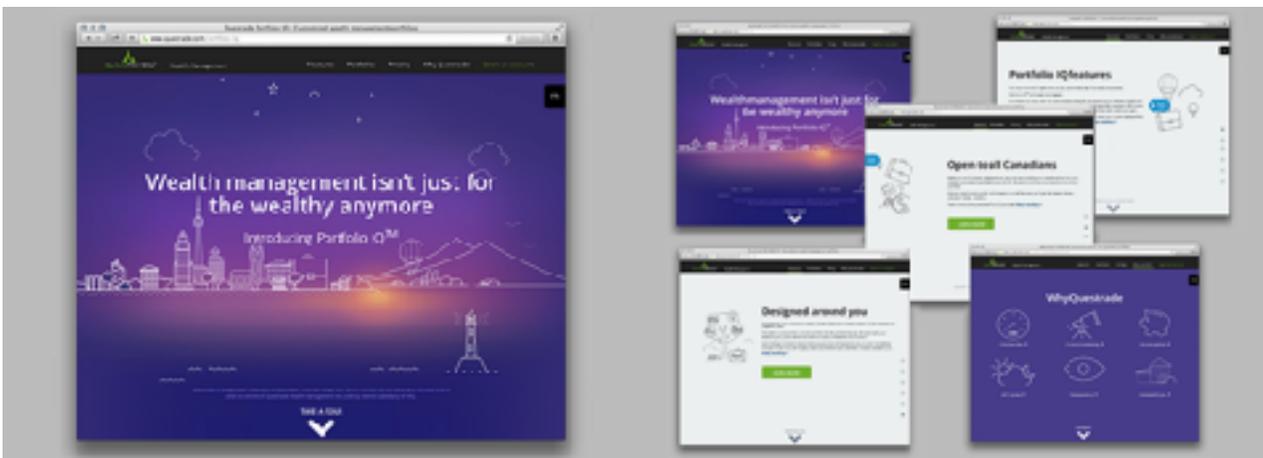Portfolio IQ is a Questrade wealth management service.

https://vimeo.com/129280760   https://vimeo.com/129280759   https://vimeo.com/129280761

Result: Became the most successful project in Questrade history, while being an experimental project (without bureaucratic pressure and endless approval processes as it regularly happens in financial companies). We brought a few hundred thousands of new clients due to this service.

Some more video business projects
The same role: director, animator, motion designer, creator.
https://vimeo.com/154936967   https://vimeo.com/129280758   https://vimeo.com/151947961

4 Dream machine - application

Objective: Create application using Questrade API.

My role: Team leader, author of the idea.

The point is to make users think about investment. The application runs real data, and calculates the income you'd receive after an investment of choice .

Main purpose: Stop dreaming and start investing, with the aid of a wealth management account in Questrade.
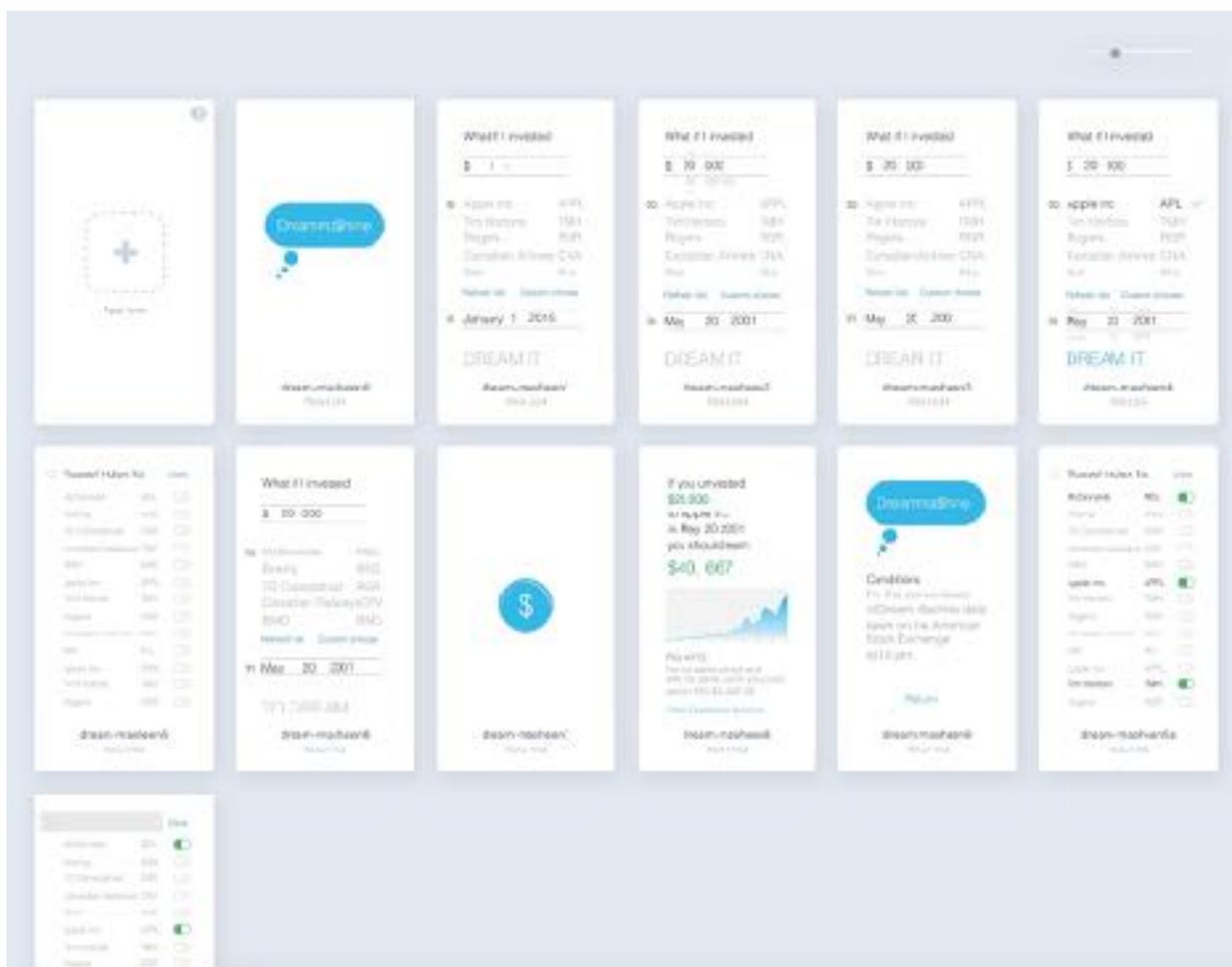
Result: We won a competition within Questrade for the best marketing tool.

Try prototype >

5 Yandex. Information screens

This is one of my longest, most difficult, international and the most interesting projects.
Objective: design for LCD panels with traffic and forecast information from Yandex service.

My role: UI design and infographic. I made more than 500 maps for Moscow, Saint Petersburg, Istanbul, Kiev and other cities in Russia, Ukraine, Turkey.

Result: Hundreds of thousands of drivers use it every day.

6 Questrade. Retirement calculator.

Objective: Create a simple tool where clients can count their retirement goals and how they can increase them using Questrade services.

My role: Research, UX/UI design, analytic.

Process: Balancing between business needs, technical requirements and my wishes to make it a convenient tool for users based on the best design practices and my personal perception of an ideal product for such an important topic.

Result: It is one of the most successful marketing campaigns.

Prototype and technical screens >

Additional Links:
http://olegti.com/design
http://olegti.com/all/
http://olegti.com/portfolio.pdf
http://olegti.com/portfolio

http://dribbble.com/olegti
http://www.behance.net/olegti
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