KiRiLL TETERiNE

SENiOR PRODUCT LEAD

UX/ UI DESiGN PORTFOLiO

JUNE 2024

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KiRiLL TETERiNE

778 999-5471 | kirillteterine@gmail.com

aBOUT

I excel as a team leader and an active contributor. I have a strong track record in facilitating cross-functional collaboration, guiding teams to deliver exceptional results, and leveraging my design expertise to directly contribute to projects for start ups and world leading companies

MY SKiLLS

- User Research
- Creative Strategy
- Prototyping
- Team Leading
- Interaction Design
- Responsive Design
- User Testing
- Project Management

EXPERiENCE HiGHLiGHTS

Canwest	recon	ePACT	SKIO MUSIC	Invoice Simple	Kinsta
2006-2010	2011-2013	2013-2015	2015-2019	2019-2021	2021-2023
Designer	UX Designer	Sr UX Designer	Product Design Lead	Principal Product Designer	Product Design Team Lead

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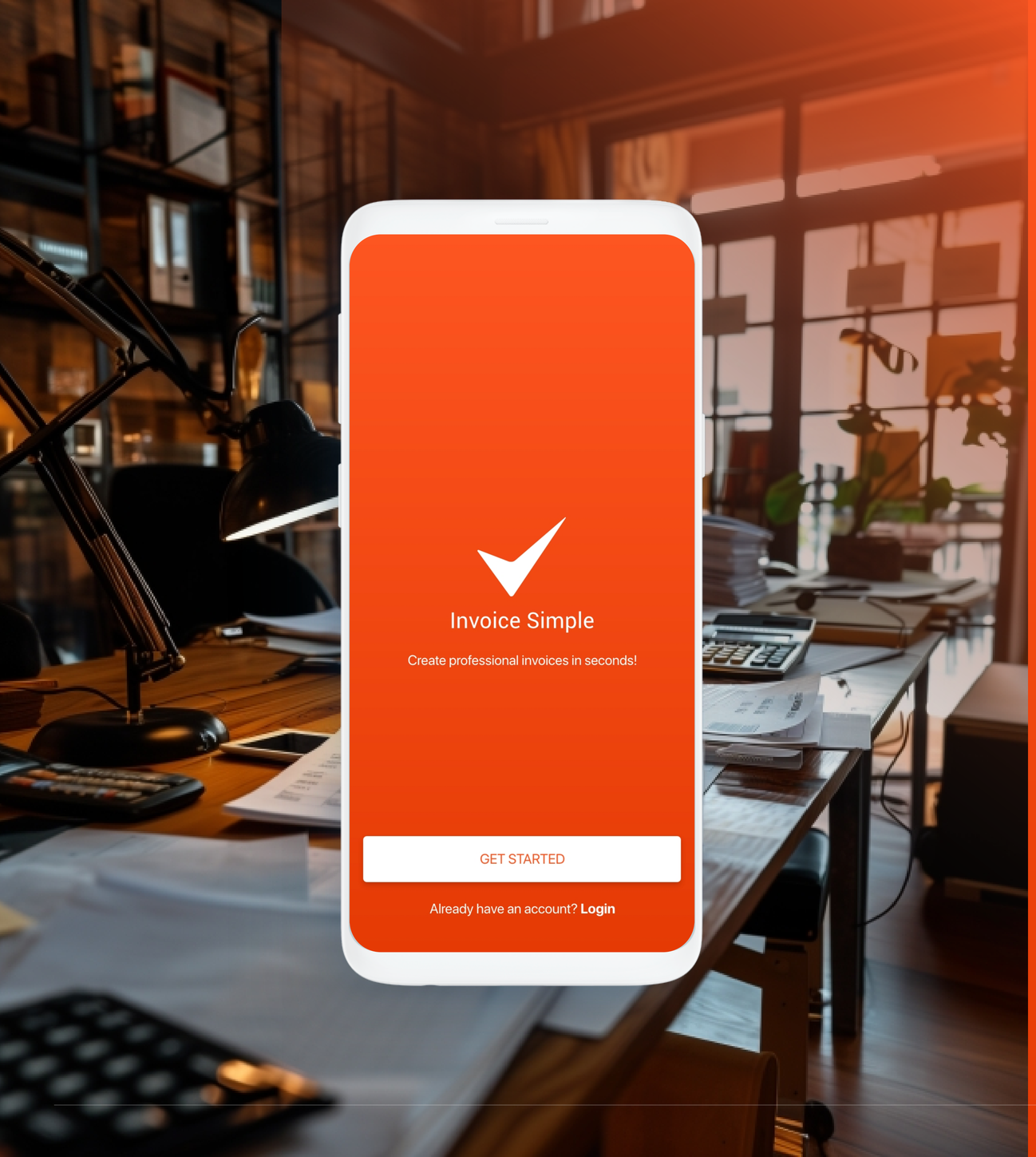

iNVOiCE SiMPLE

aBOUT

Invoice simple is the highest rated invoicing app for contractors, freelancers, owner-operators, creatives, and other small business owners. Users can easily invoice their customers, from a phone or laptop.

MY ROLeS

Principal Product Designer
Senior Product Manager

Nov 2019 - Nov 2021

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PERSONAL HiGHLiGHTS

CAREER PATH

Senior UX Designer	Principal Product Designer	Senior Product Manager

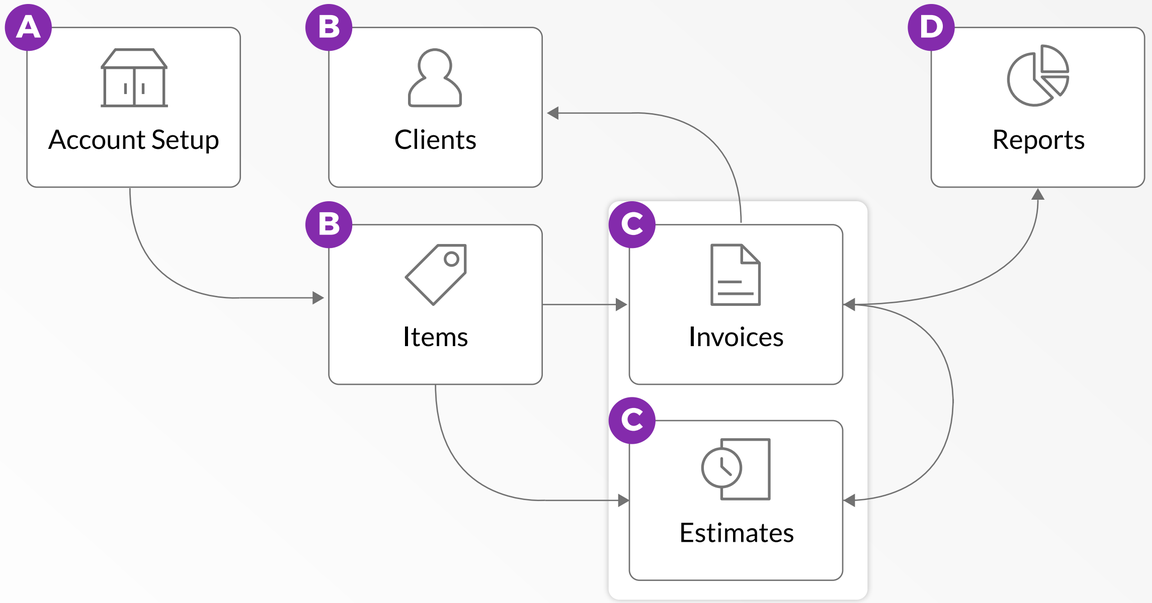
MY RESPONSIBILITIES

- Led the Invoice Simple Payments Project - a payment processing solution that allows users to get paid for their invoices online
- Constructed and ran a practice of experimentation and research
- Developed and refined key design principles based on empirical evidence
- Designed and grew a user focused UX/ UI patterns and assets
- Collaborated with developers and product managers to create the right solutions

INVOiCE SiMPLE - OVERVIEW

USER JOURNEY

Upon joining the company, I observed numerous inconsistencies within the user experience and UI elements of the existing application, which had been established for a considerable duration. Consequently, my initial initiative involved the development of a comprehensive design system and a cohesive visual elements library to rectify these discrepancies.



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SF Pro Display

Heading 1

Heading 2

Heading 3

Heading 4

HEADING 5

HEADING 6

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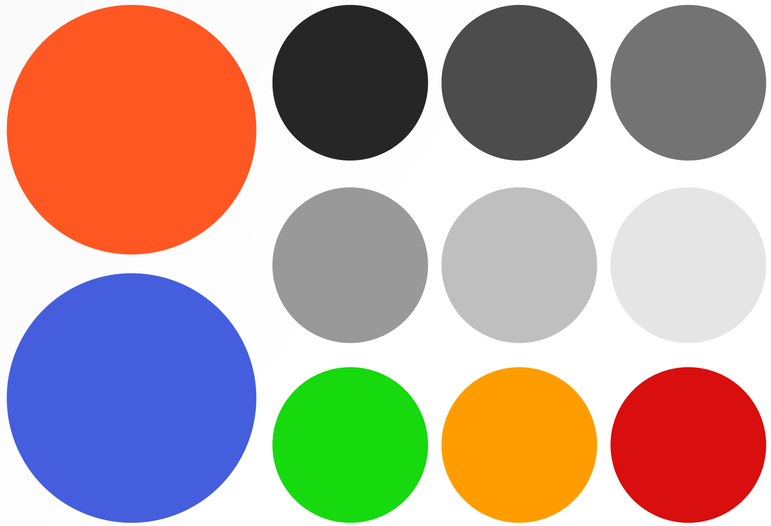

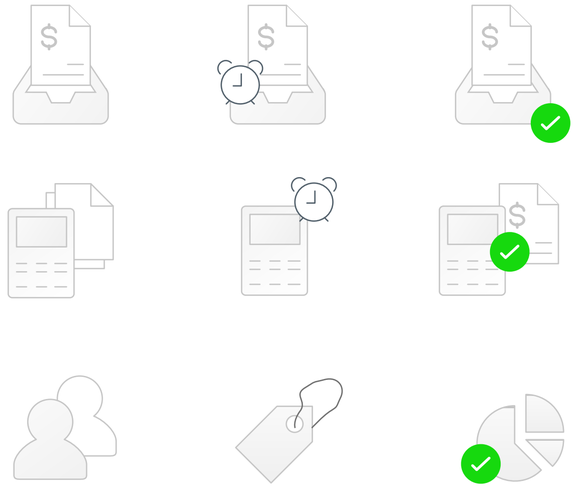

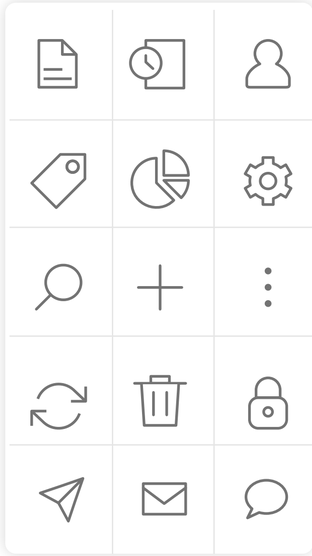

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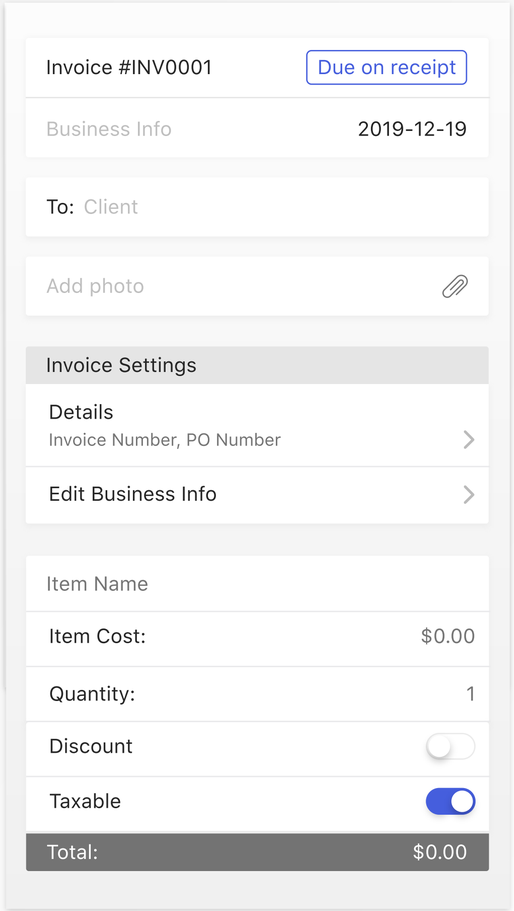
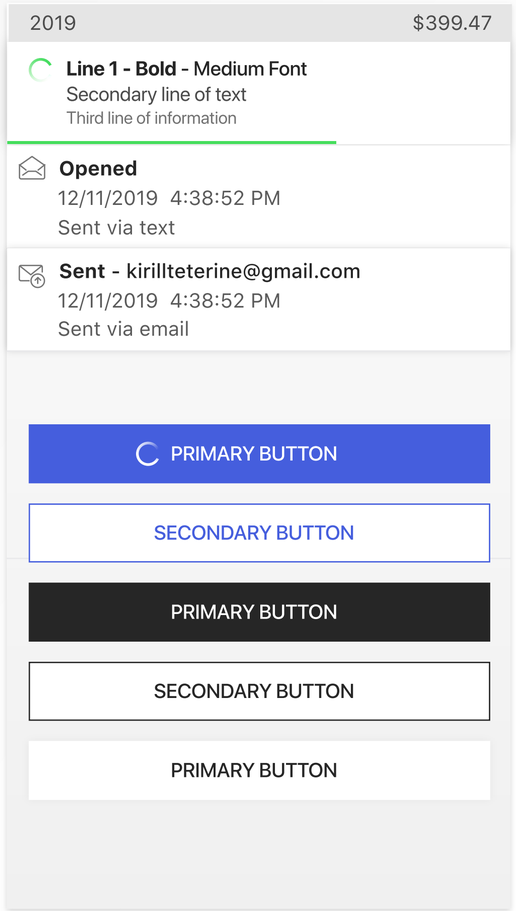
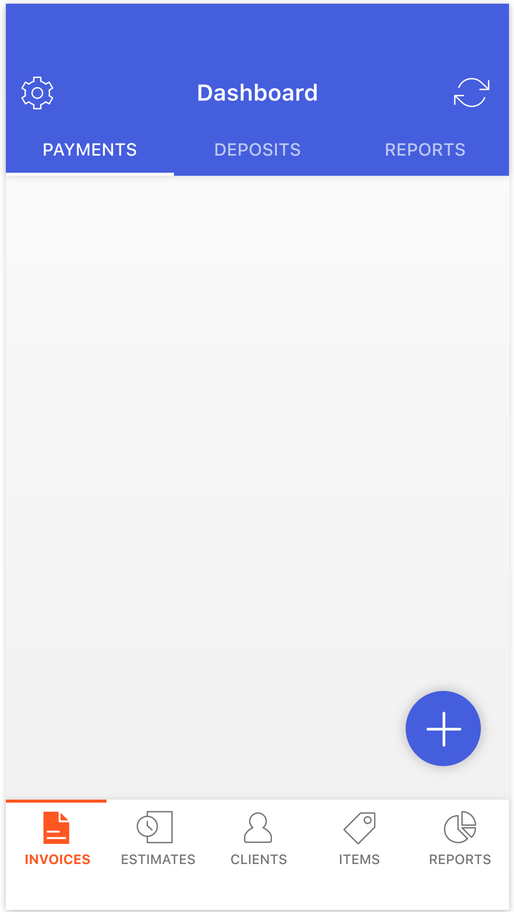
INVOiCE SiMPLE - DESiGN SYSTEM ELEMENTS



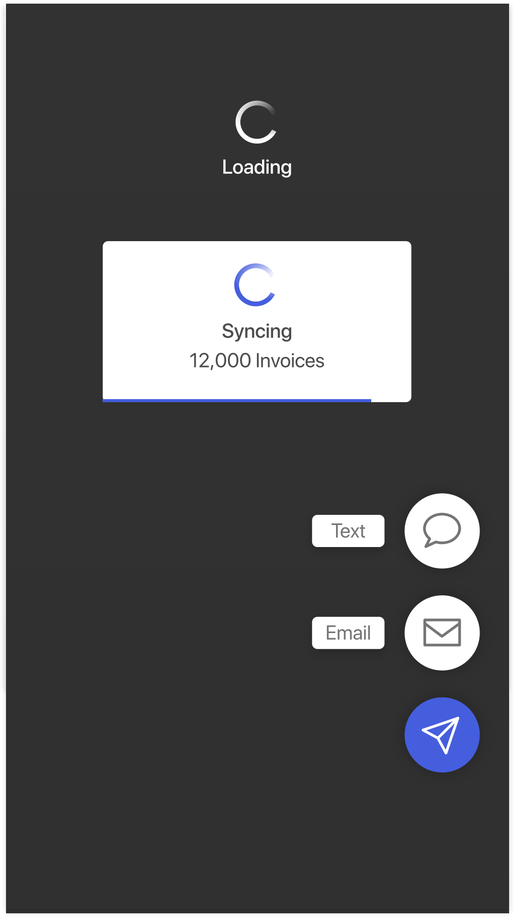
Various form input fields



Elements and buttons



Navigation and section menus



Overlays with main actions and notifications

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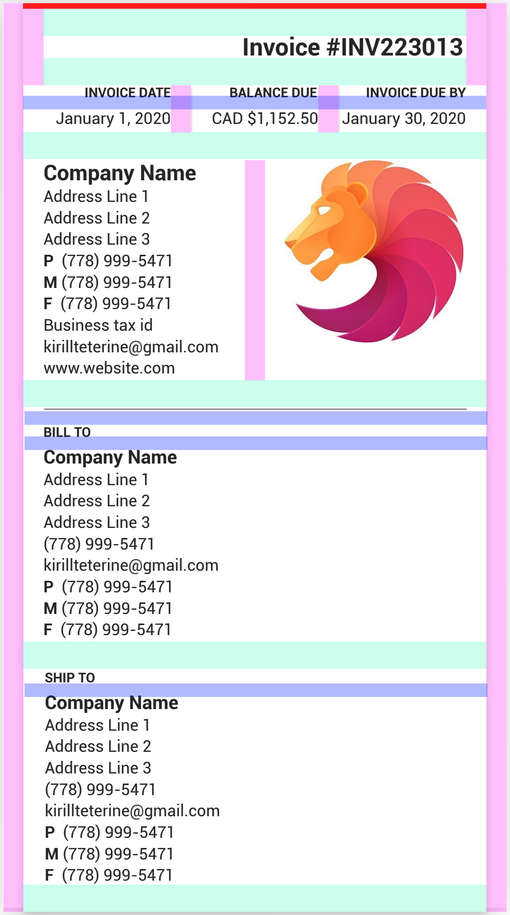
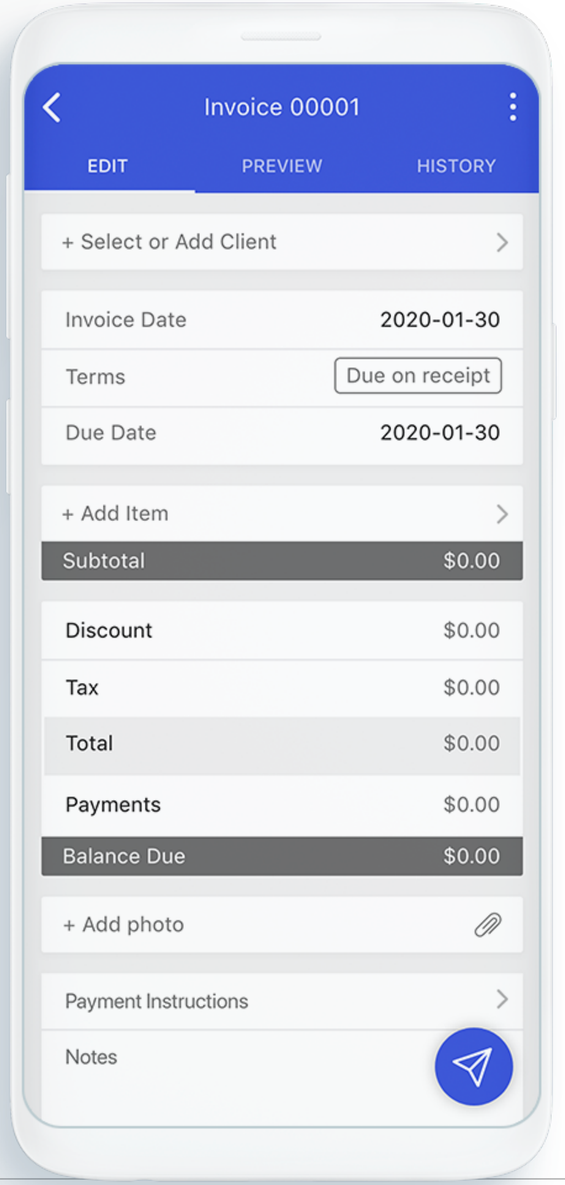
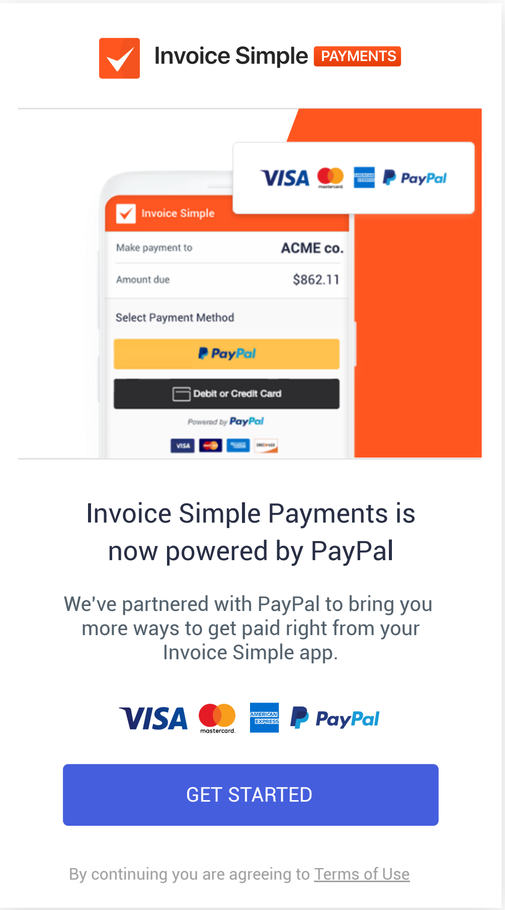
INVOiCE SiMPLE - SCREENSHOTS



Invoice template with guidelines



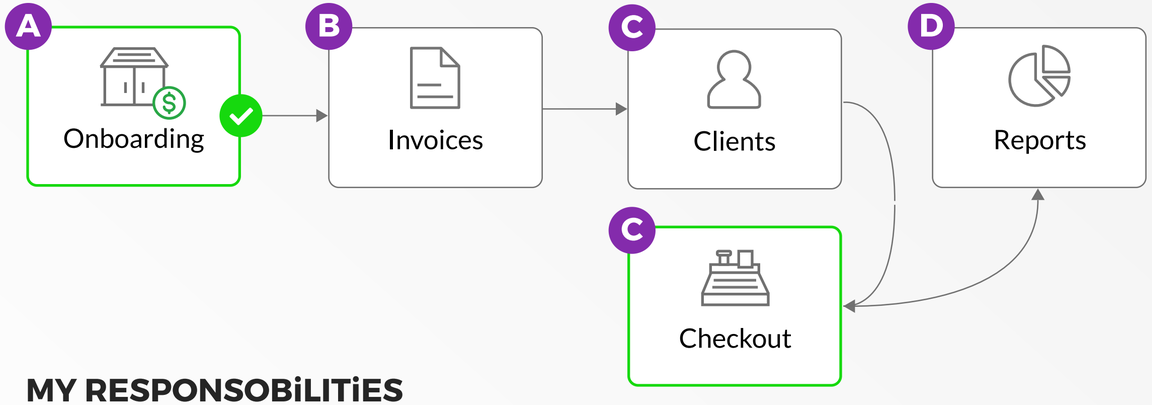


Marketing landing pages

INVOiCE SiMPLE - PAYMENTS

OVERViEW

Following the completion of the design system and visual elements library, I assumed the responsibility of designing a payments solution, encompassing both onboarding and checkout processes. Additionally, due to the departure of the Project Manager, I transitioned into the role to fulfill the managerial duties, resulting in a significant expansion of my responsibilities.



MY RESPONSOBiLITiES

- Feature Design
- MVP Release
- Go to Market Strategy
- Flow Optimization
- Release Phase
- Feature Vision
- Risks and Assumptions Analysis
- Feature Overview
- Product User Stories
- Product Roadmap

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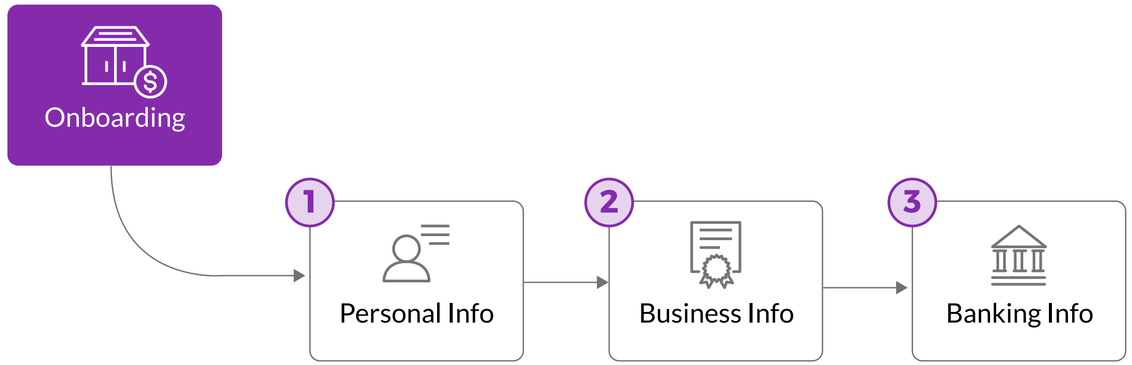
INVOiCE SiMPLE - PAYMENTS ONBOARDING

USER JOURNEY

We integrated a third-party payment processing solution, leveraging its preconfigured features for user onboarding and checkout. My task involved conducting flow testing to establish foundational metrics for scalability under high volume



BASE METRiCS

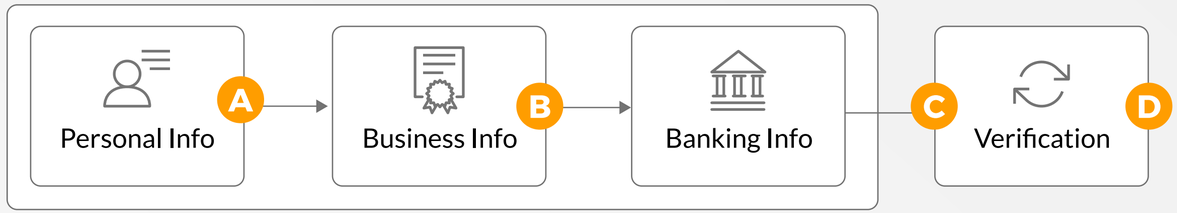
53%	73%	81%
Completed Onboarding	Instant Approval <10 minutes	Total Approval Rate

The “out of the box” solution turned out to be insufficient for a full scale launch

INVOiCE SiMPLE - PAYMENTS ONBOARDING

FLOW iSSUES

I identified the main drop off areas and started looking at assumptions and solutions for the issues



PRIORITIZATION OF iSSUES

C **Instant Approval** - if a user is not approved within 10 minutes, they get a bad experience and are entered into a manual verification queue

A **Personal Info** - 80% of the user base are sole proprietors, and don’t require 2/3 of the business information

B **Business Info** - 20% of the user base, by solving C and A, this should

D **Total Approval Rate** - by solving C, A, and B, this metric would improve

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AUTO VERIFICATION - SOLUTION 1

REASONS FOR FAILURE

Recognizing our lack of control and visibility into the third-party forms, I emphasized the necessity for comprehensive oversight going forward. I directed the development team to swiftly reconstruct the form internally, enabling detailed tracking of individual fields. This facilitated the implementation of Hotjar for real-time observation and data collection, subsequently allowing for seamless integration and analysis.

A user needs to match at least 8 personal data points with information that is on file with business registry record in order to be auto approved. Data analysis showed common reasons for failure:

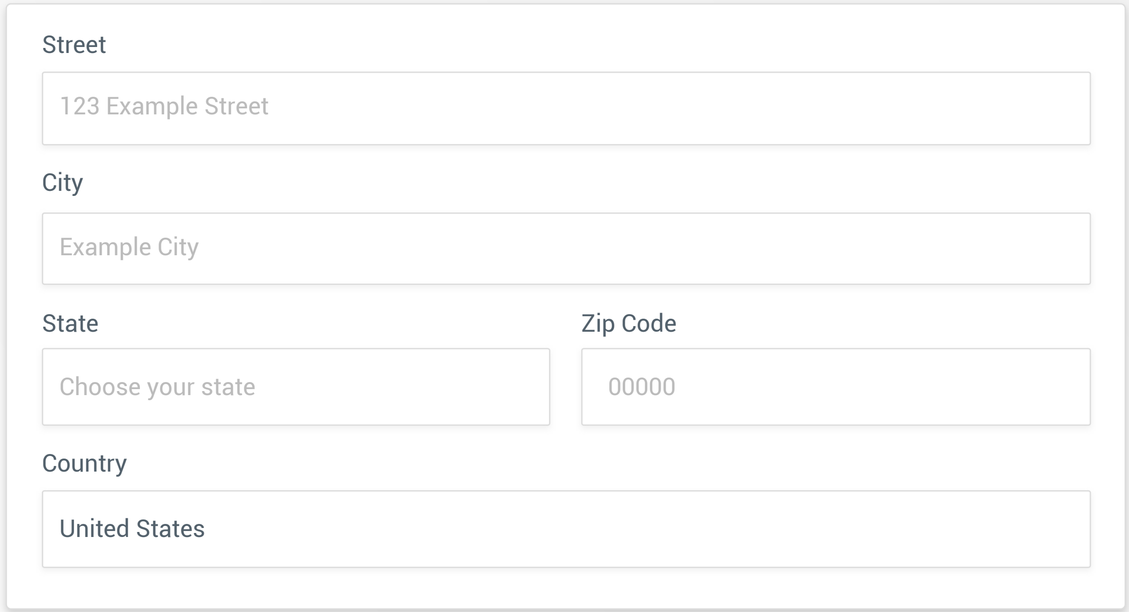
- Spelling mistakes and typos
- Wrong address or format
- Registry data on file is different
- SSN is missing or incorrect

THE RESULTS

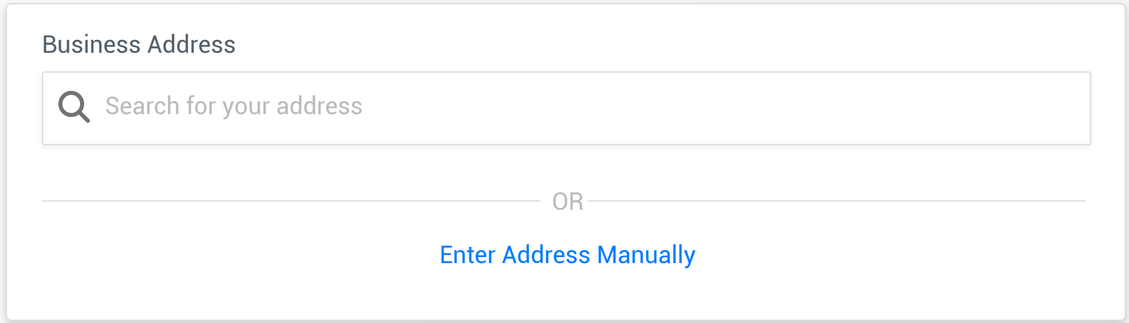
Instant Approval <10 minutes

73% › **79%**
▲ 6%

BEFORE



AFTER



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AUTO VERIFICATION - SOLUTION 2

REASONS FOR FAILURE

I identified a third-party solution for pre-submission information verification, known as KYC, allowing users to rectify any discrepancies before submission to partners. To validate this approach, I compiled a list of 100 users who weren't immediately approved. By engaging the KYC provider to compare submitted data against stored data, we identified mismatches. The integration of KYC into the flow yielded outstanding results.

THE RESULTS

Instant Approval <10 minutes

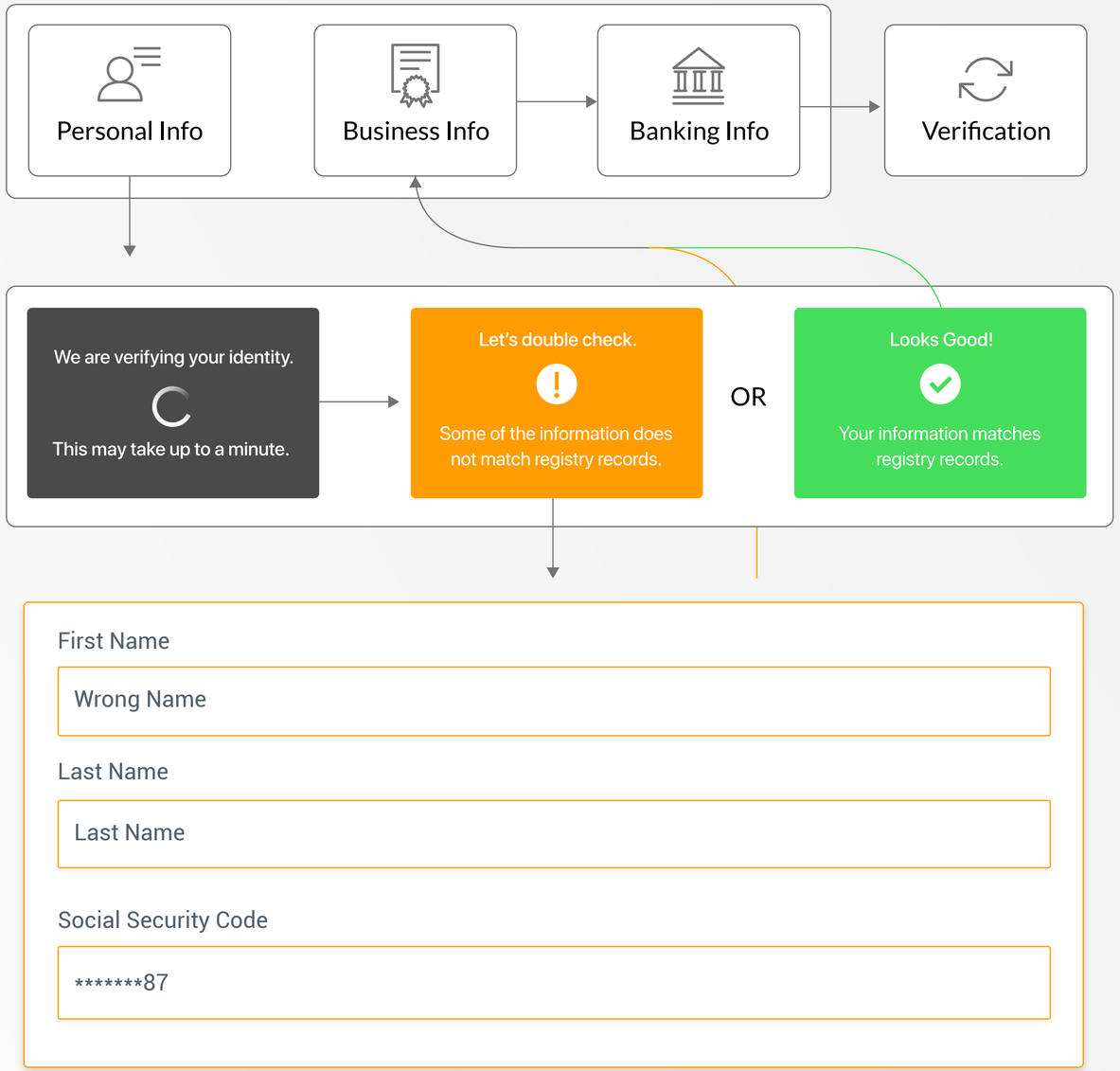
79% > **88%**

▲ 9%

OVERALL ONBOARDING METRICS SUCCESS

88%	88%	93%
Instant Approval <10 minutes	Instant Approval <10 minutes	Total Approval Rate
	▲ 9%	▲ 9%

KYC FLOW



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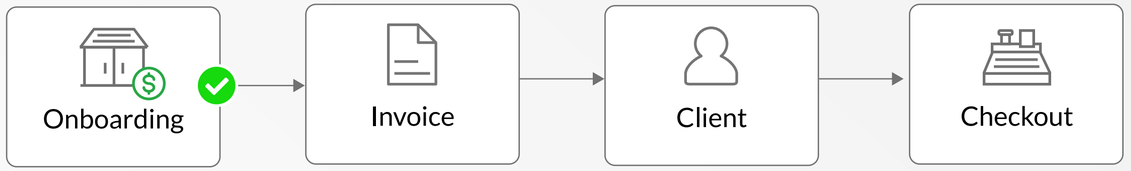
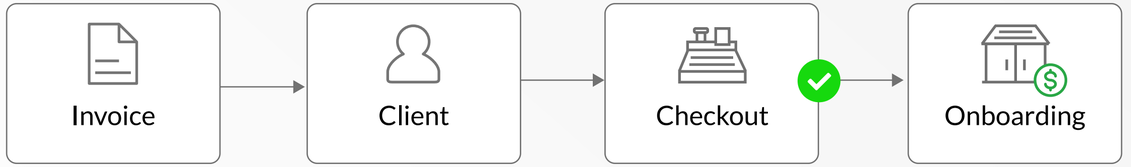
INVOiCE SiMPLE - CHECKOUT

1) USER HAS TO ONBOARD FIRST



2) CLIENT PAYS TO ENCOURAGE USER TO ONBOARD



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AUTO VERIFICATION - SOLUTION 2

REASONS FOR FAILURE

With the onboarding flow in place, I turned to improving the checkout process. Although it was an out-of-the-box solution, my experience with onboarding suggested we could enhance it.

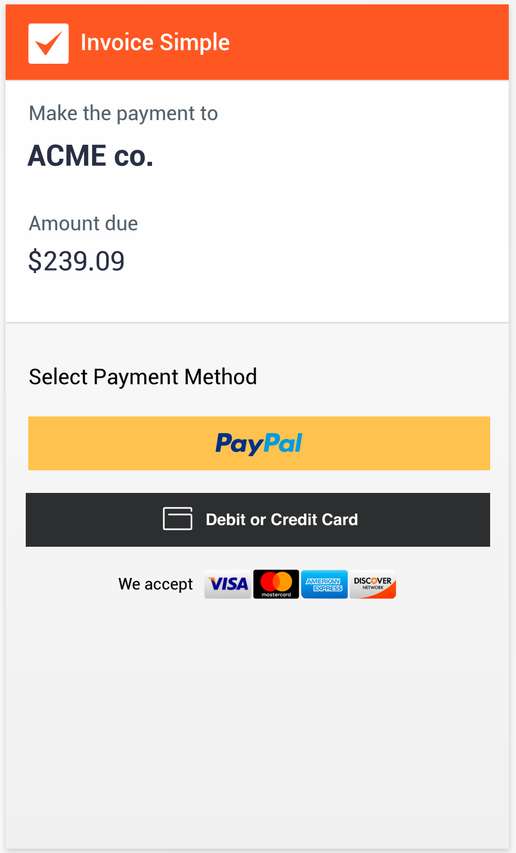
User surveys, interviews, and research revealed that the checkout page was confusing; users thought PayPal was the only option. I rearranged and custom-styled the buttons to make other payment options more visible. This change increased conversions by 9%.

THE RESULTS

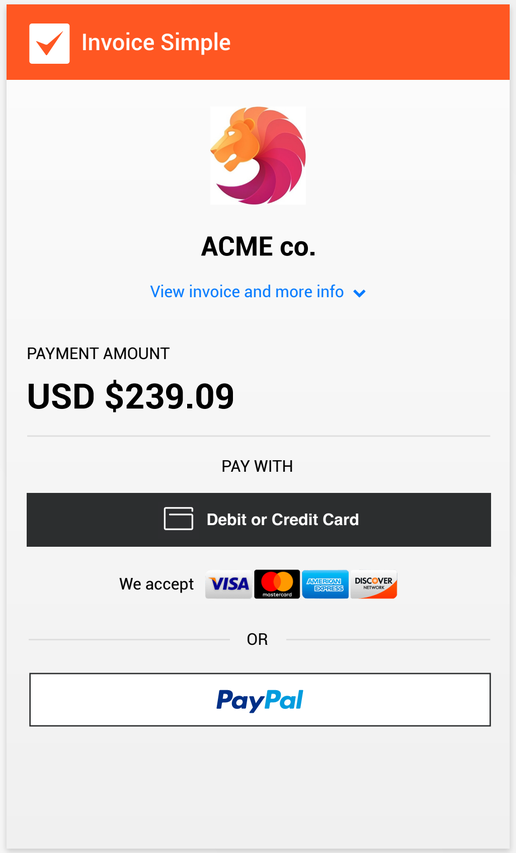
Checkout rates within 48 hours

62% › **71%**
▲ 9%

BEFORE



AFTER



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iNVOiCE SiMPLE

Nov 2019 - Nov 2021

CONCLUSION

After two years and establishing a clear product roadmap for the upcoming year, I decided it was time to pursue new opportunities. My tenure with the company and team was rewarding. During this period, I witnessed the transformation of a small startup into a global enterprise, achieved new personal milestones, and successfully scaled a project from inception to impressive metrics.

CANADA REVENUE AGENCY

aBOUT

As the government of Canada has been modernizing their internal and external service portals, I was contracted to come up with a vision, user experience, and visual design of the IT self service portal.

MY ROLe

Senior UX Designer
Project Design Lead

Nov 2023 - May 2024

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PERSONAL HiGHLiGHTS

CAREER PATH

Senior UX Designer	Project Design Lead

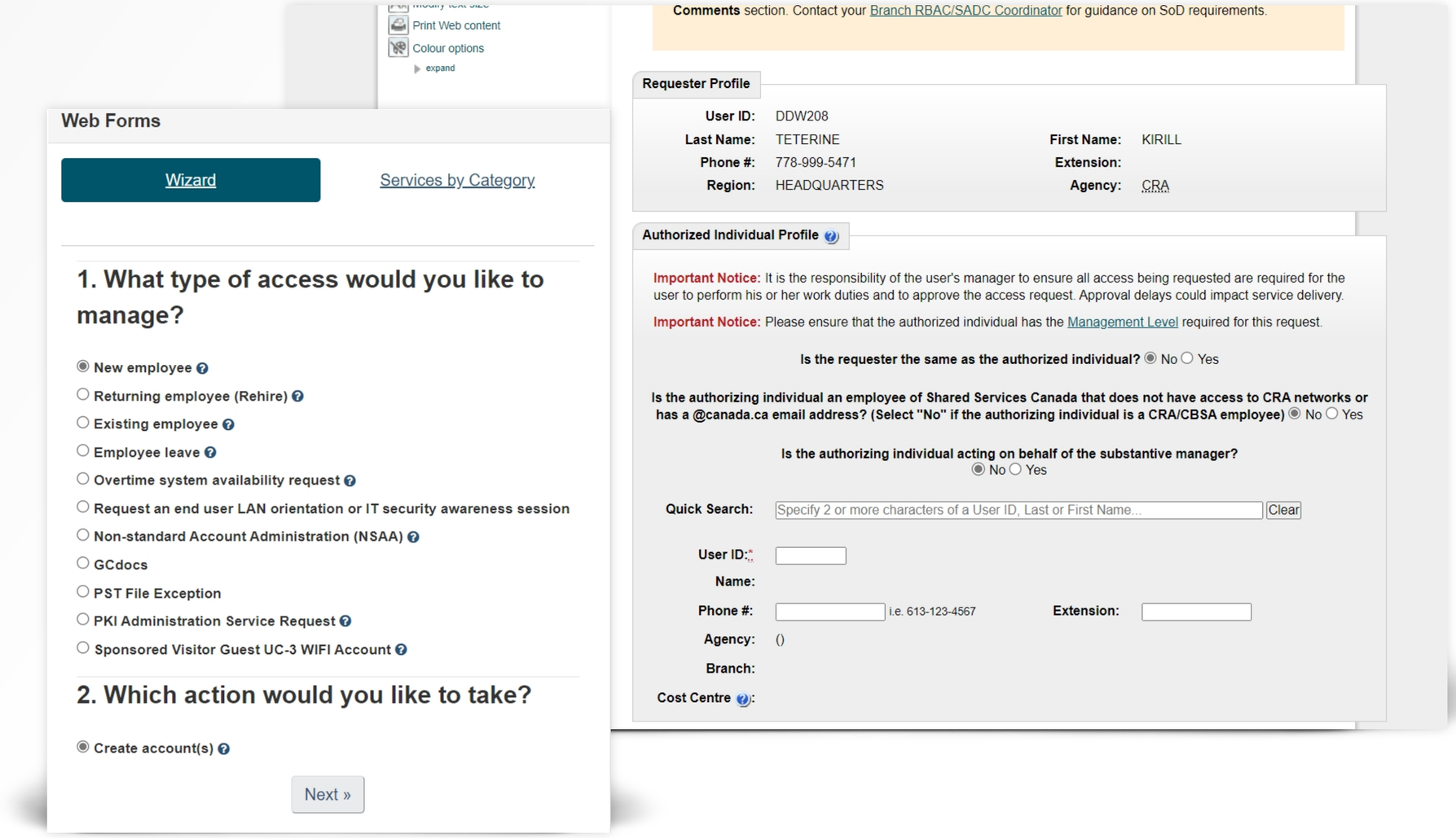
MY RESPONSIBILITIES

- Developed a design system for CRA products
- Created wireframes, user flows, mockups, and prototypes for various products
- Collaborated with a cross-functional teams of designers and other stakeholders

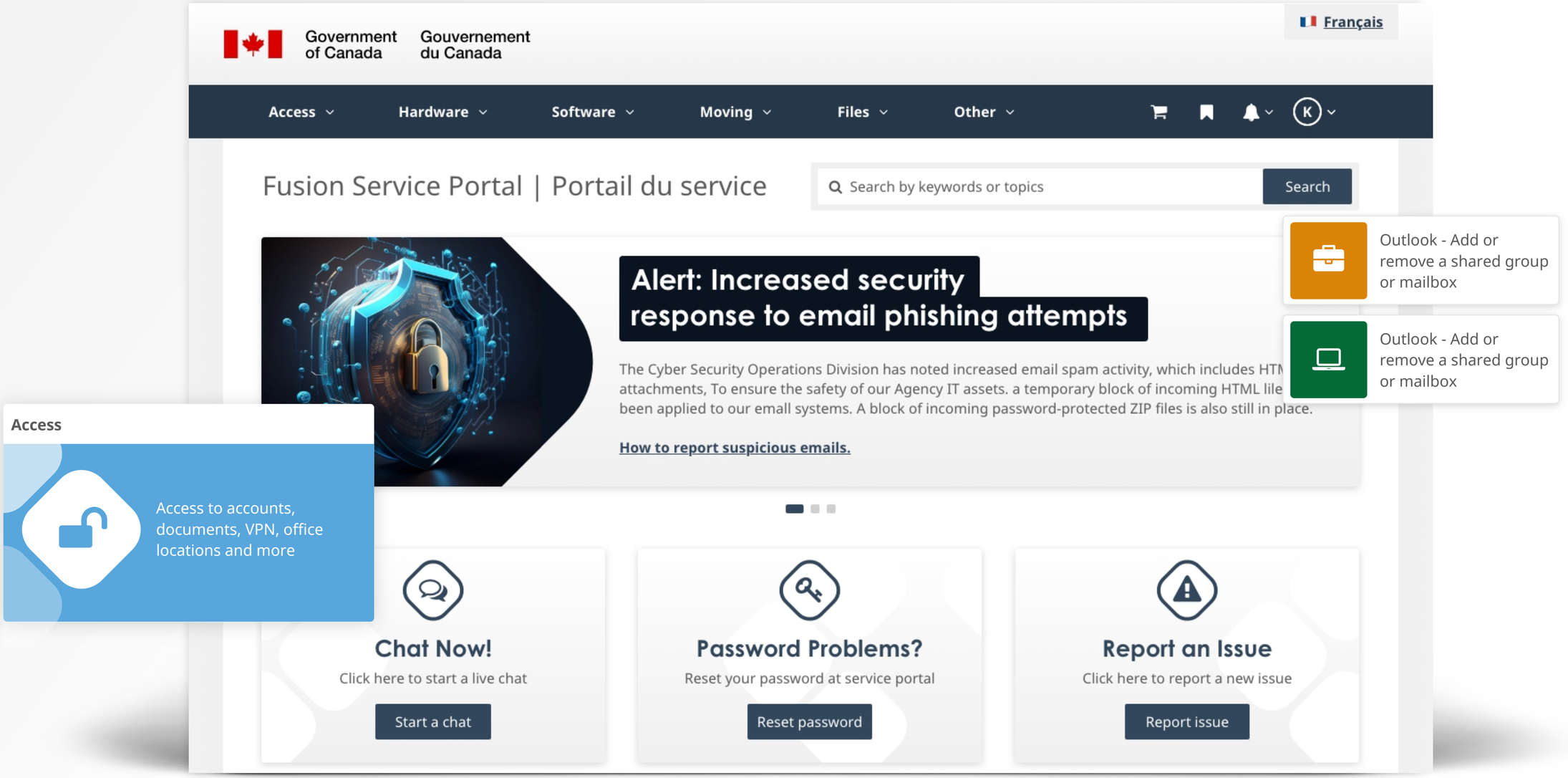
CANADA REVENUE AGENCY - OVERVIEW

THE PROBLEM

The existing internal tools were outdated and cobbled together from four different systems, resulting in an inconsistent user experience. Users frequently needed support or relied on memory to find what they needed. I had the opportunity to redesign the UX within certain limitations, enabling users to efficiently access information through improved search and navigation.



CANADA REVENUE AGENCY - OVERVIEW



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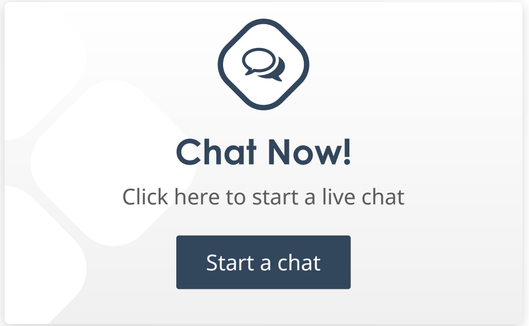
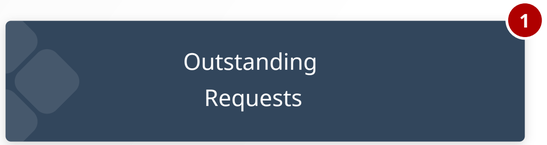
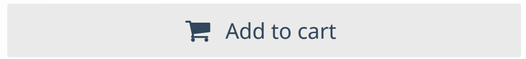
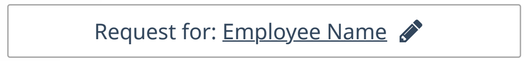
CRA - CORE ELEMENTS

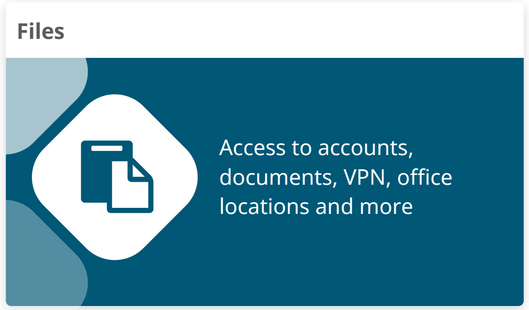
Century Gothic Noto Sans

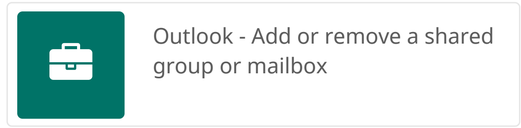


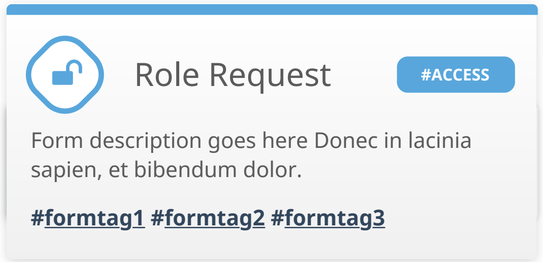


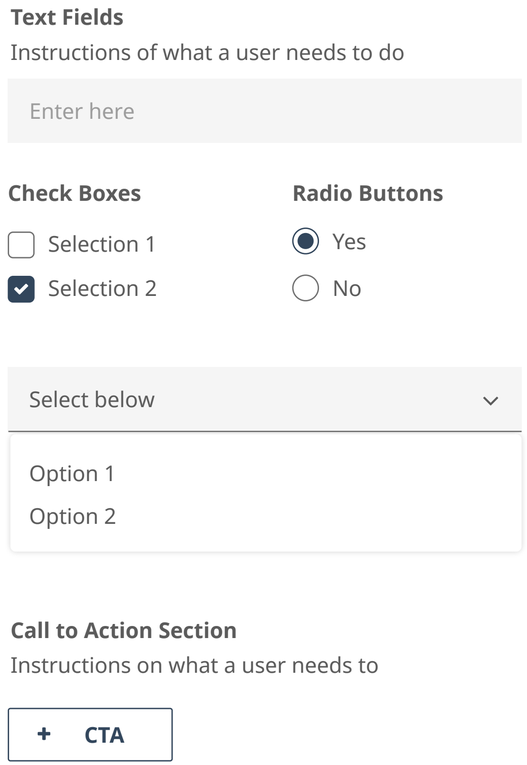












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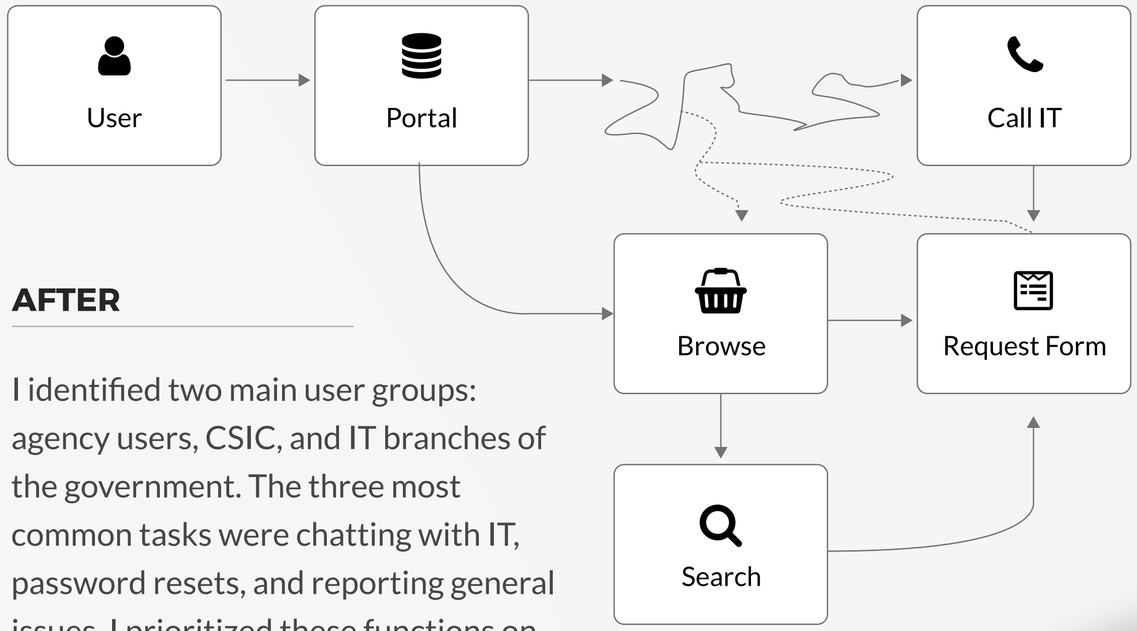
INTERNAL FLOW

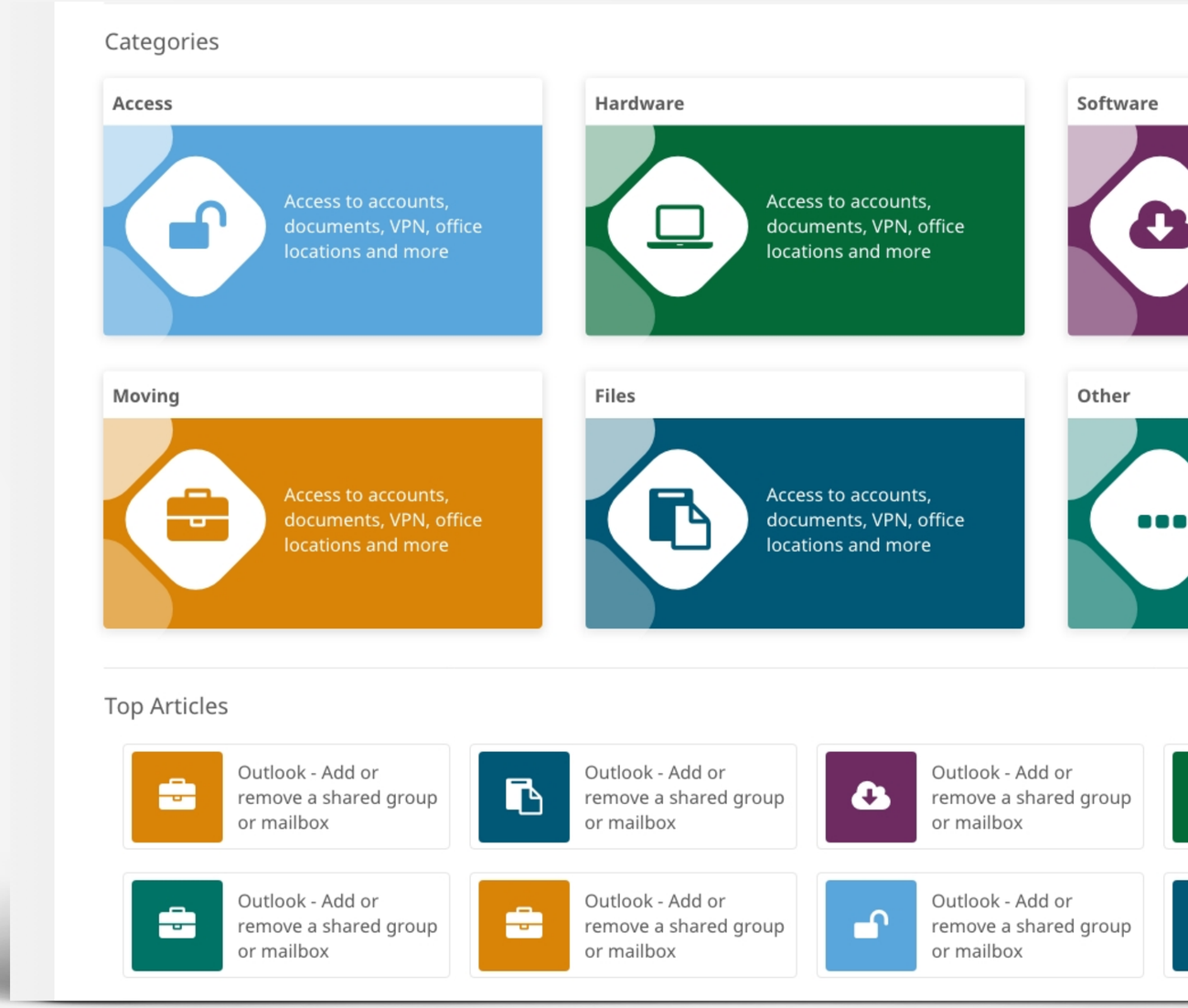
BEFORE

I began by analyzing the existing limitations and forms, which had stalled progress for five months. Immersing myself in the available artifacts, I conducted interviews with various users, from casual users to IT consultants and management, to understand how information was currently consumed.



AFTER

I identified two main user groups: agency users, CSIC, and IT branches of the government. The three most common tasks were chatting with IT, password resets, and reporting general issues. I prioritized these functions on the app's homepage.



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CANADA REVENUE AGENCY

Nov 2019 - Nov 2021

CONCLUSION

The portal is scheduled to go live in December 2024. Unfortunately, due to budget constraints, my contract has been terminated. I am grateful to have contributed to such a significant project and look forward to receiving internal feedback.

SKiO MUSiC

aBOUT

SKIO is a platform with built in legal system that allows artists to license sounds and collaborate with each other. Content owners can monetize their music catalogues, promote their songs, and discover and sign new talent in the process.

MY ROLE

Senior UX Designer
Product Manager
Product Lead

August 2015 - November 2019

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PERSONAL HiGHLiGHTS

CAREER PATH

Senior UX Designer	Product Manager	Product Lead

MY RESPONSIBILITIES

- Led User Experience and visual design of the SKIO app
- Created design principles, wrote and maintained design documentation
- Ensured quality assurance on all design deliverables across all entities
- Hired, led and managed other designers and contractors
- Developed product roadmaps, optimized and prioritized based on business needs
- Managed dependencies to complete release phases on time
- Aligned marketing, business, and customer support teams for releases
- Integrated feedback and requests from all teams across the organization
- Defined requirements for each feature and the desired user experience

PLATFORM OVERVIEW

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THE USER

USER TYPES

To understand all user needs, I first identified the roles and contributions of each individual involved in the song creation process.

49% Producer

21% DJ

11.7% Musician

3.3% Songwriter

2.8% Mixing Engineer

2.6% Vocalist

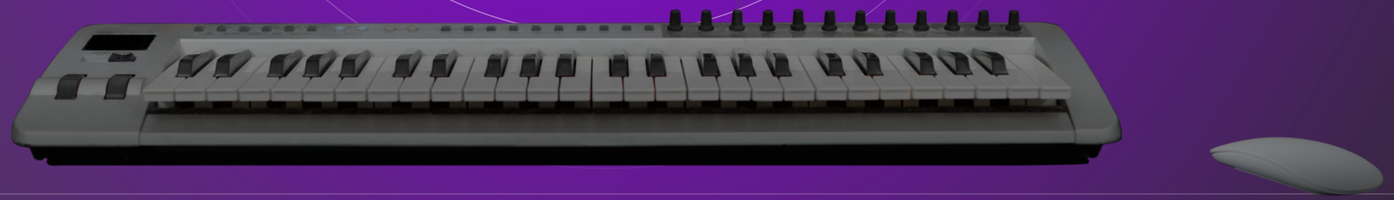
2.0% Mastering Engineer

1.0% Band

1.1% Artist Manager

0.6% A&R Manager

0.6% Label Manager



USER ENTITIES

I needed to identify the specific needs of each user and determine the types of entities that needed to be created.

Profile

Songs

Projects

Wallet

Legal

Messages

Insights

Downloads

Uploads

Settings

Notifications

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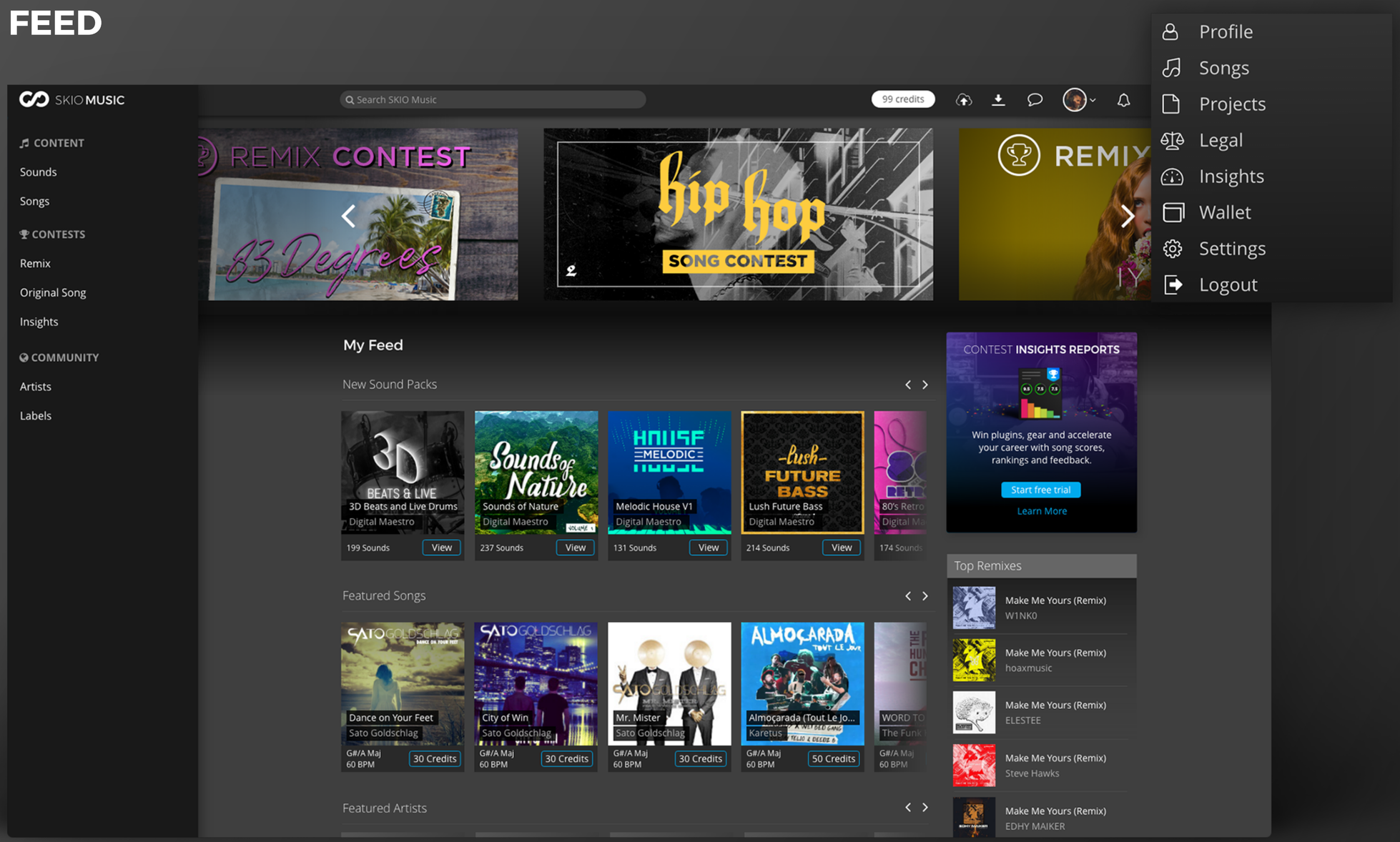
SKIO MUSIC - FEED



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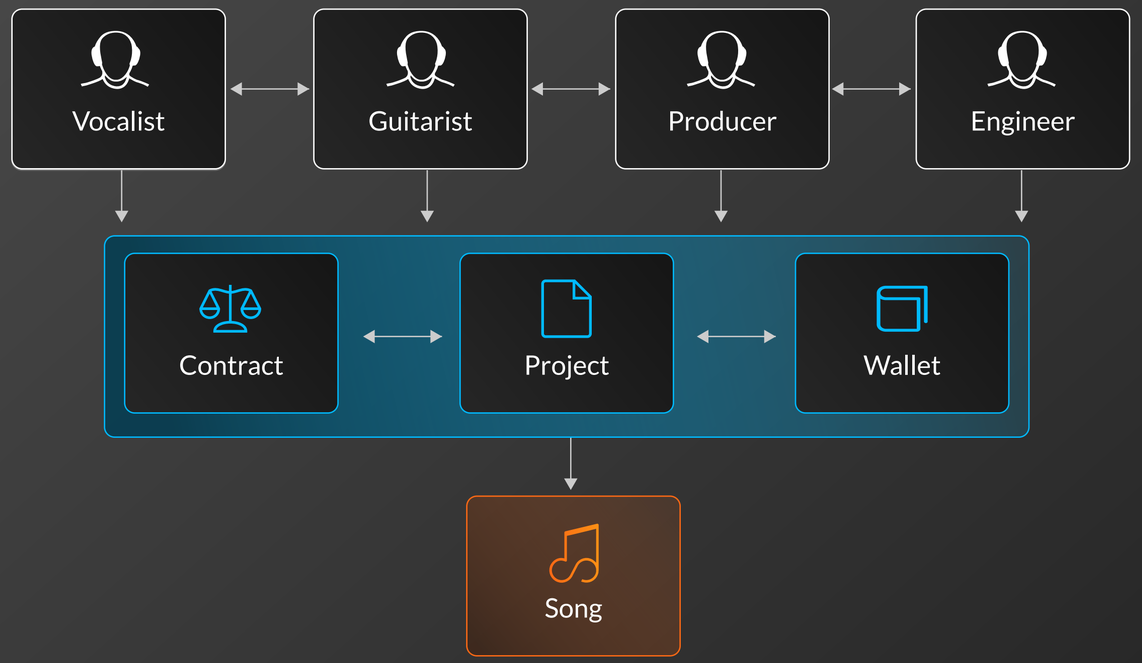
TALENT MARKETPLACE - OVERVIEW

USER JOURNEY

Music creators browse a community for collaborators. They set contract terms via an intuitive interface, generating a music industry-standard contract. Upon acceptance, a Project Workspace offers collaboration tools like metadata management, royalty split sheets, version tracking, messaging, file exchange, and the contract.



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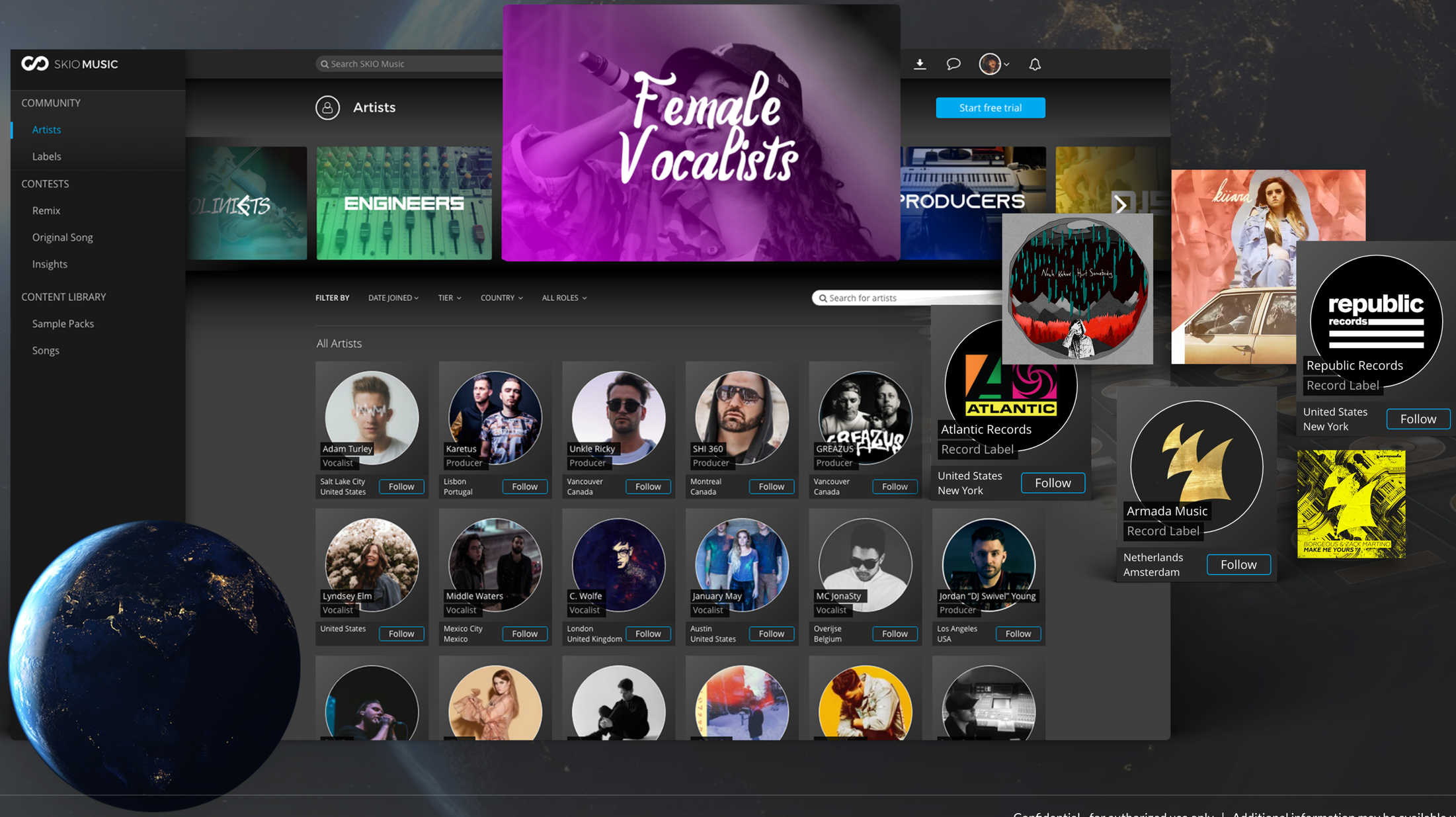
TALENT MARKETPLACE



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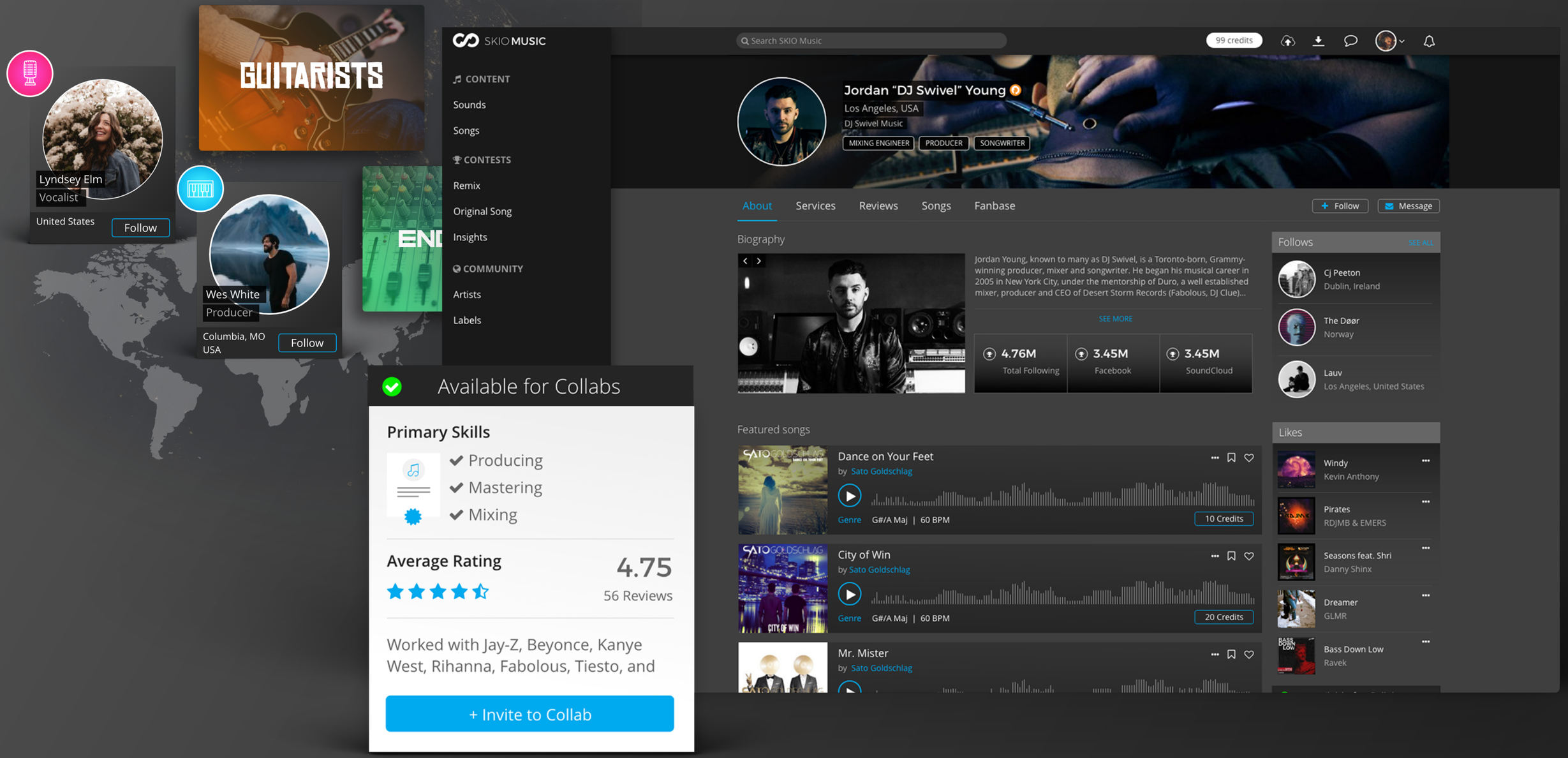
PROFILES



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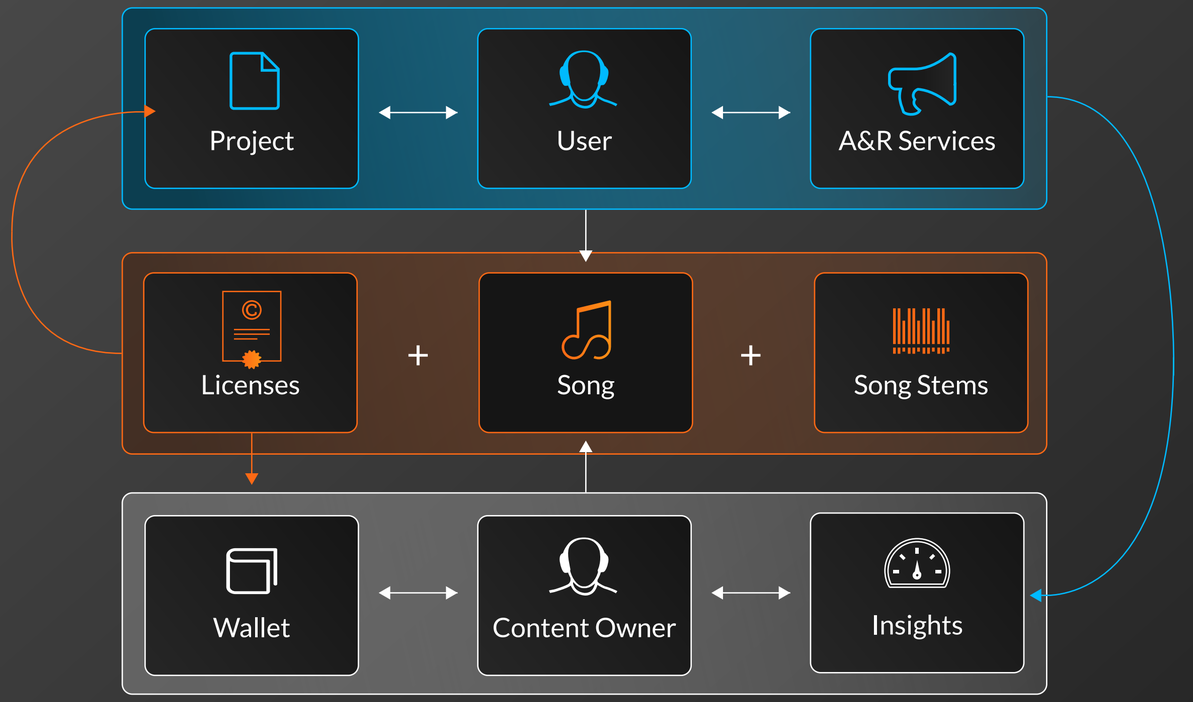
CONTENT MARKETPLACE - OVERVIEW

USER JOURNEY

Content owners possess the capability to vend song stems and licenses (for remixing or synchronization) to users, receiving in exchange an unlimited number of derivative songs. They also have the ability to track transactions.



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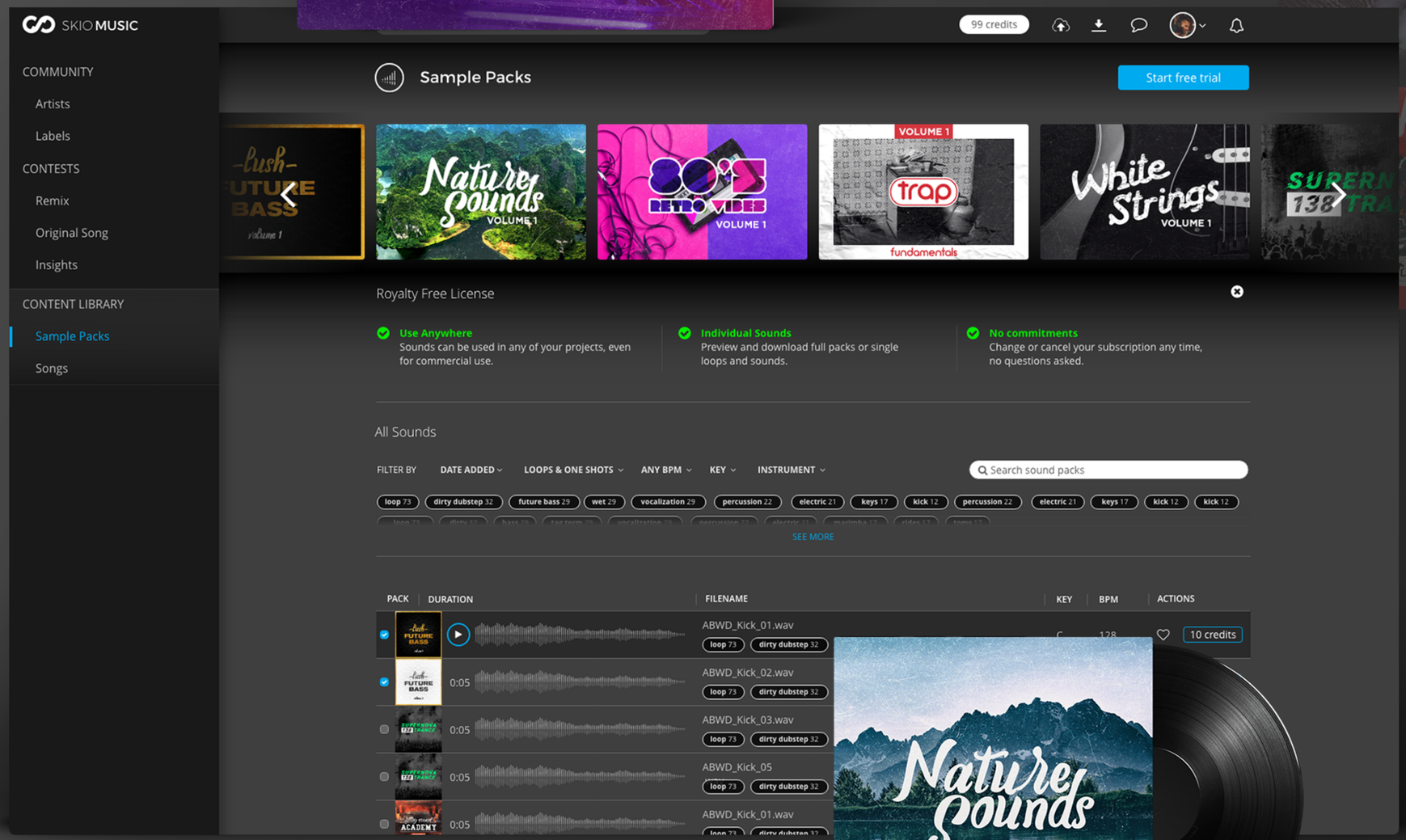
CONTENT MARKETPLACE



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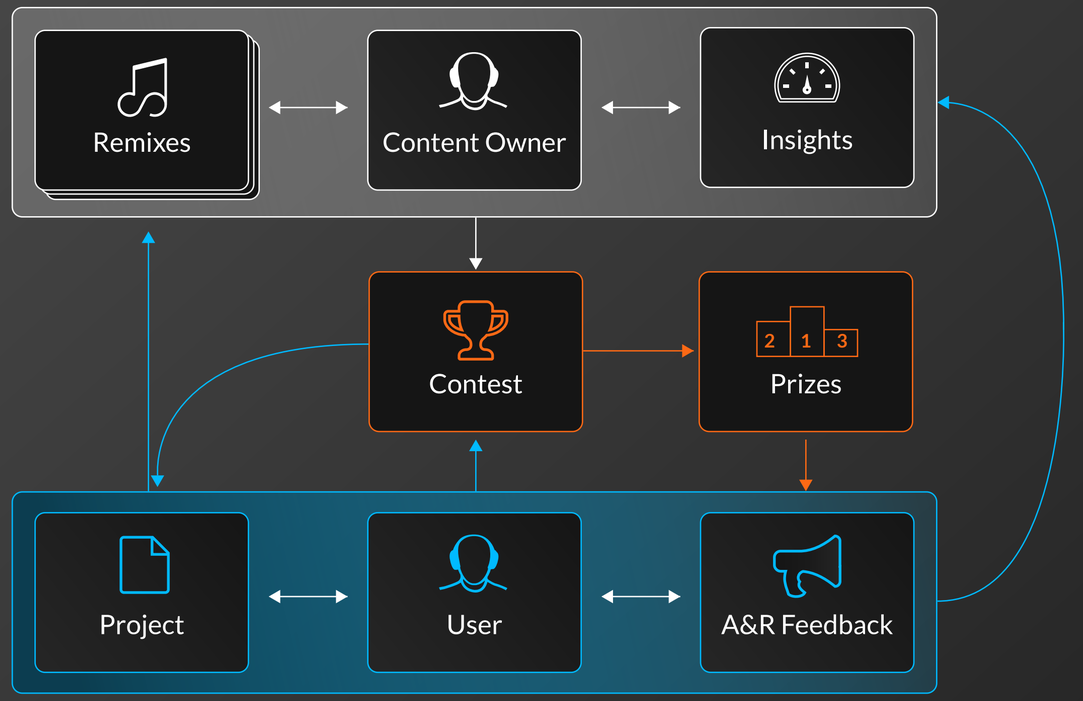
CONTESTS - OVERVIEW

USER JOURNEY

To rapidly expand the user base and validate the proof of concept, hosting remix contests was identified as the most efficient approach.



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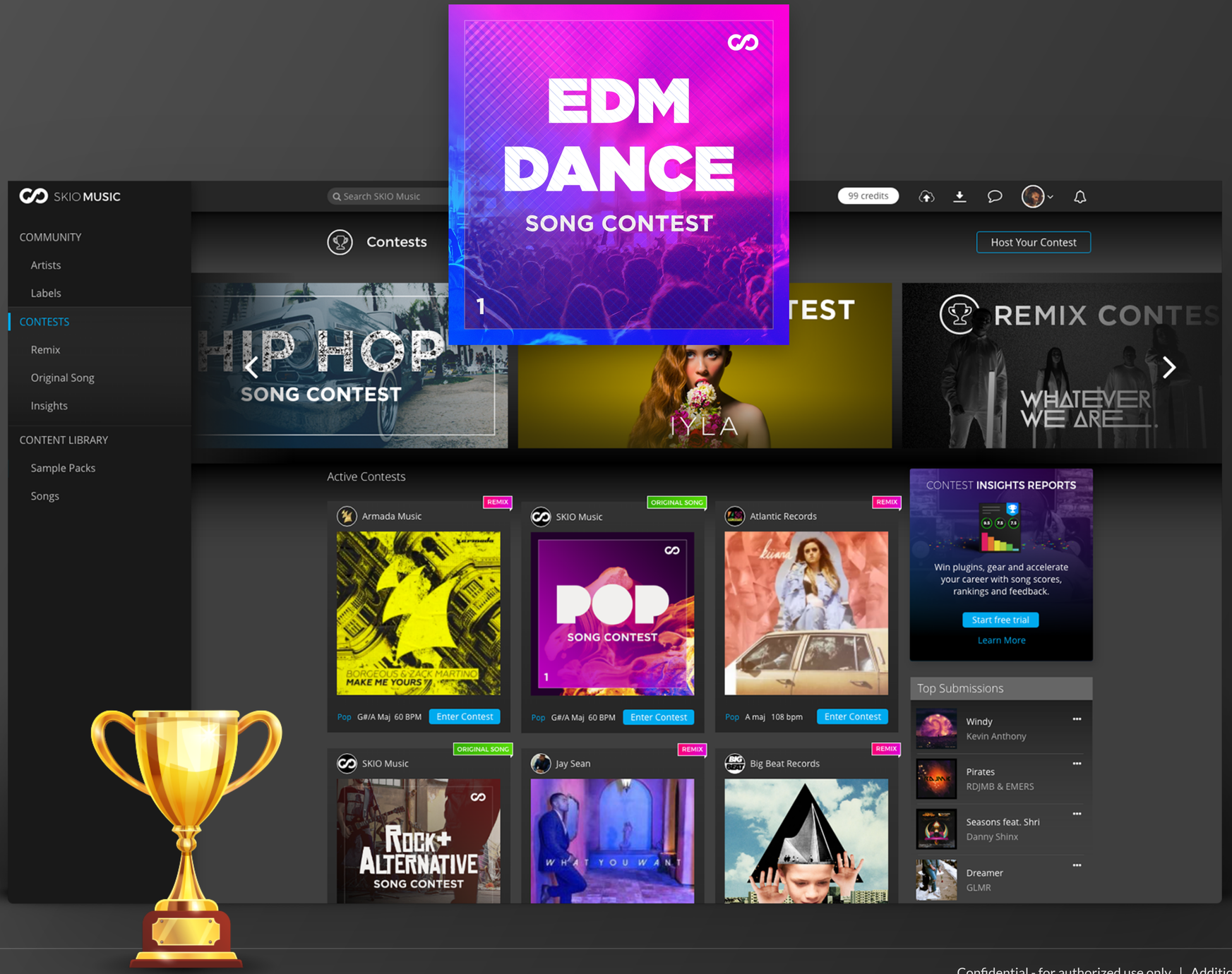
CONTESTS



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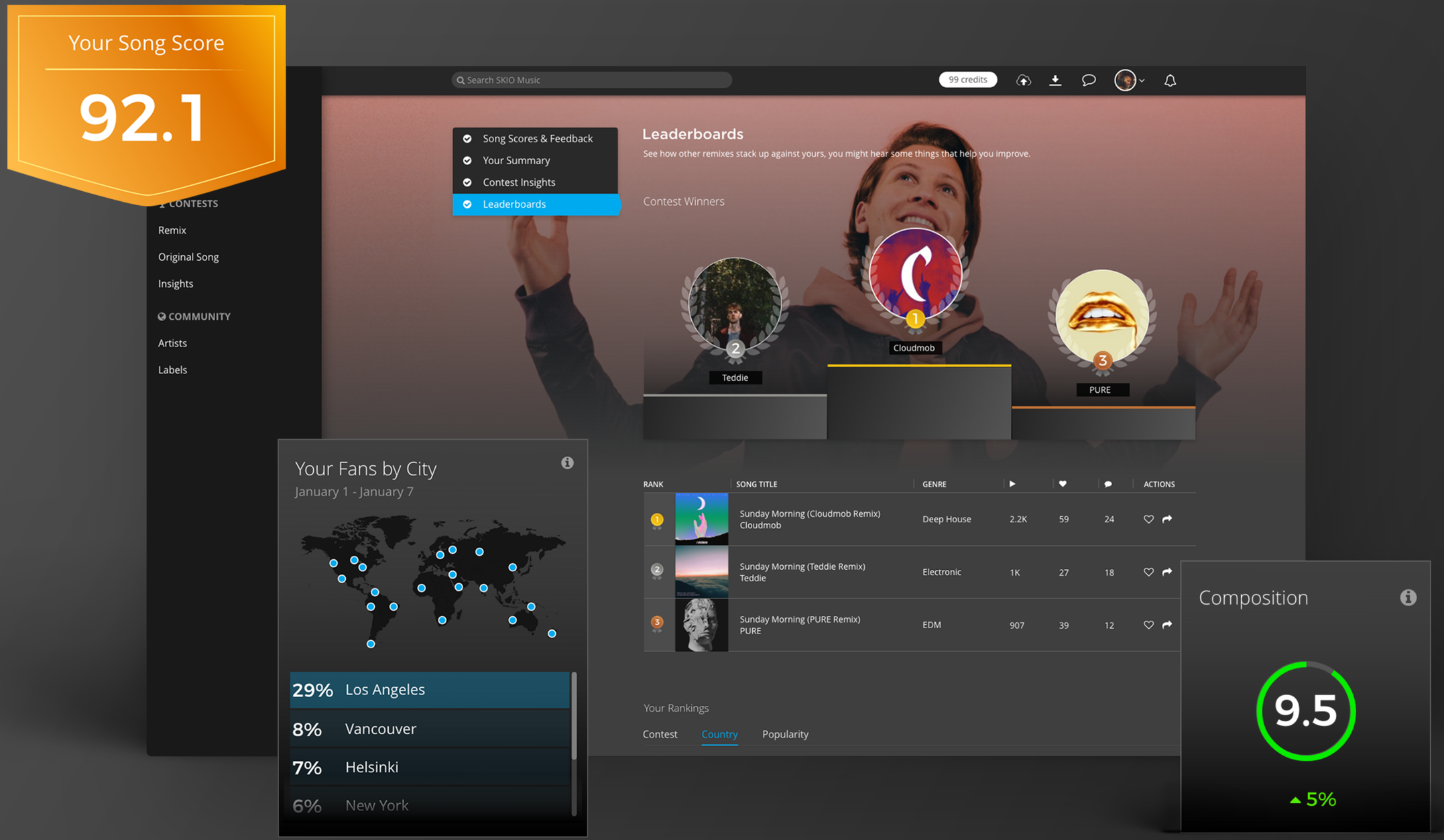

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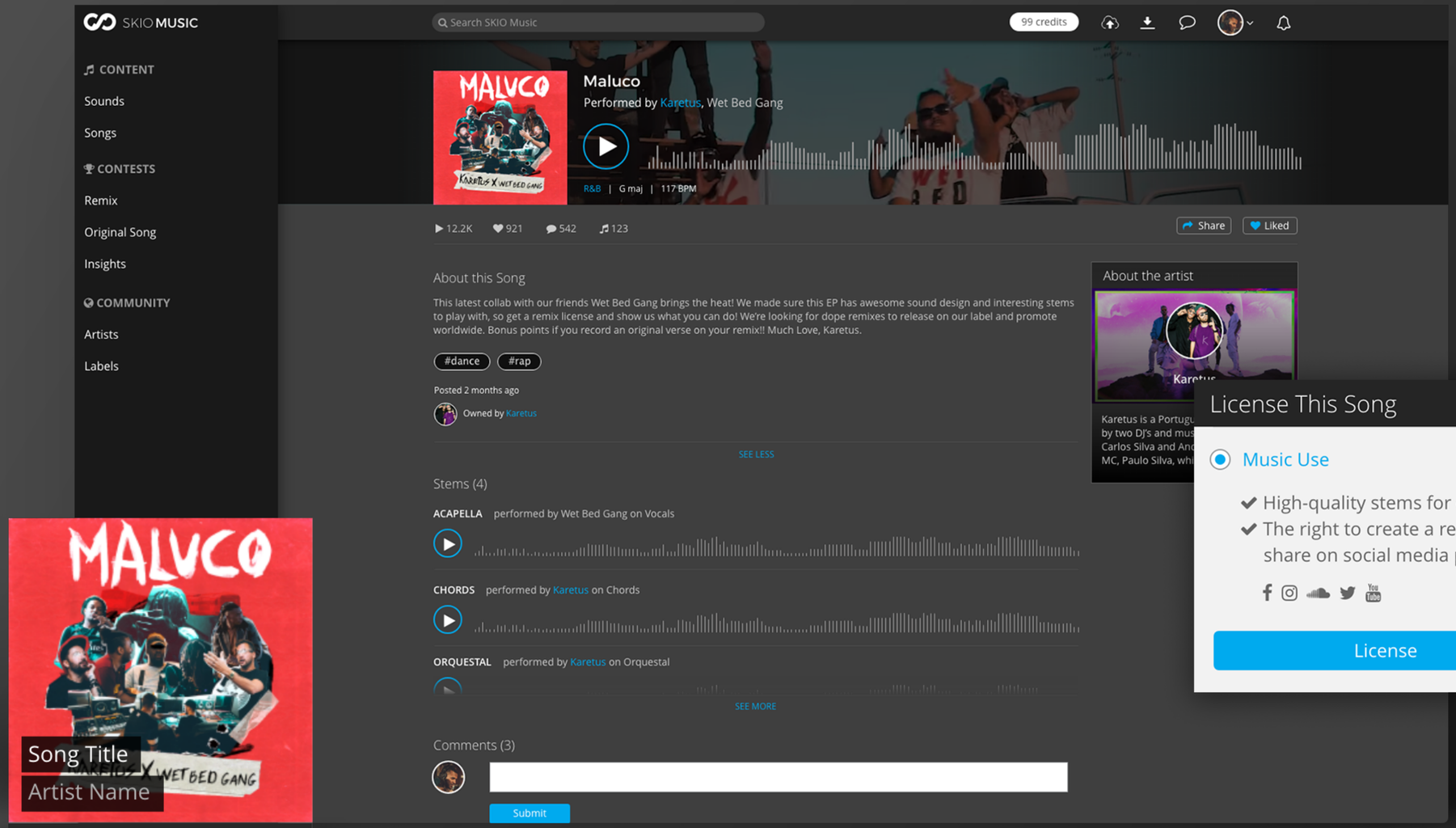

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SKIO MUSIC

Nov 2019 - Nov 2021

CONCLUSION

After nearly five years of twelve-hour days and seven-day work weeks, it was time for me to transition. Though I maintain a stake in the company and anticipate its success, circumstances evolve. While grateful for the opportunity to effect change, the startup environment necessitates reliance on others. Although disheartened by the current state of the platform, I acknowledge the role of financial considerations in driving progress.

RECON INSTRUMENTS

aBOUT

Recon Instruments was a Canadian technology company that produced smartglasses and wearable displays marketed by the company as “heads-up displays” for sports. Recon’s products delivered live activity metrics, GPS maps, and notifications directly to the user’s eye.

MY ROLe

Senior UX Designer

July 2011 - March 2013

Confidential - for authorized use only | Additional information may be available upon request.

PERSONAL HiGHLiGHTS

CAREER PATH

UX Designer	Senior UX Designer

MY SKiLLS

- UX/ UI design of the mobile and web-app
- User research and conducted interviews
- Designed and guided development of the corporate web-site
- Created illustrations, icons, and other vector graphics
- Designed packaging, assembly instructions, stickers, and graphics
- Created presentations, infographics, web and video content

APP FEATURE OVERVIEW

TRIP VIEWER

Users can browse and display activity metrics recorded with a MOD live device and see it all in an embedded Google Maps pane.

BUDDY TRACKING

This app features gives users the ability to track and compete with their friends in real time.

MUSIC PLAYER

Connecting a Recon device to a smartphone enables music playback controls.

VIRTUAL REMOTE

Users can control their Recon devices right from their smartphone in case they lose their remote.

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ROGERS 4:20 AM

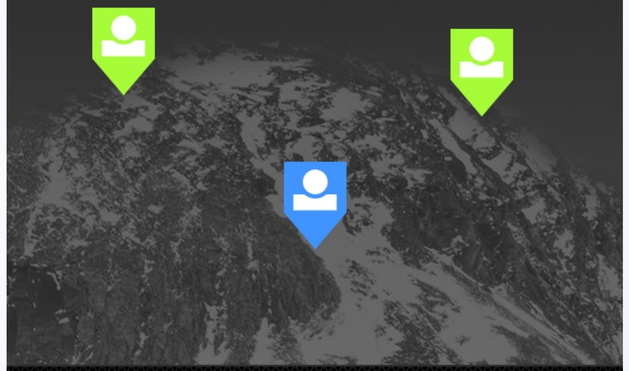
WELCOME TO ENGAGE

Personalize your Recon device to fit your activities.

Get Started

ROGERS 4:20 AM

BUDDY TRACKING

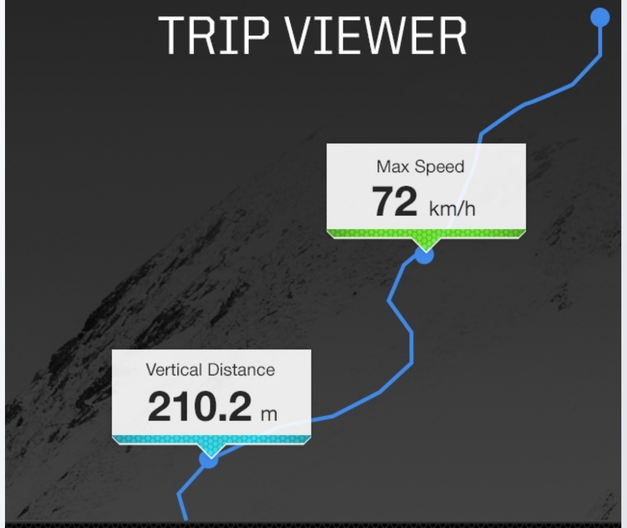


Share your location with friends by simply sending an invite.

Get Started

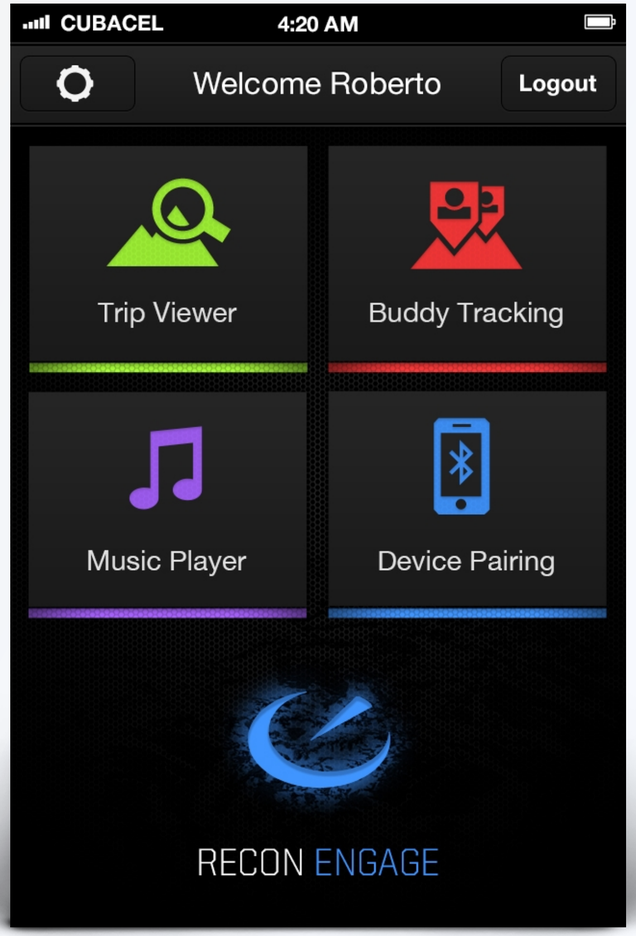
ROGERS 4:20 AM

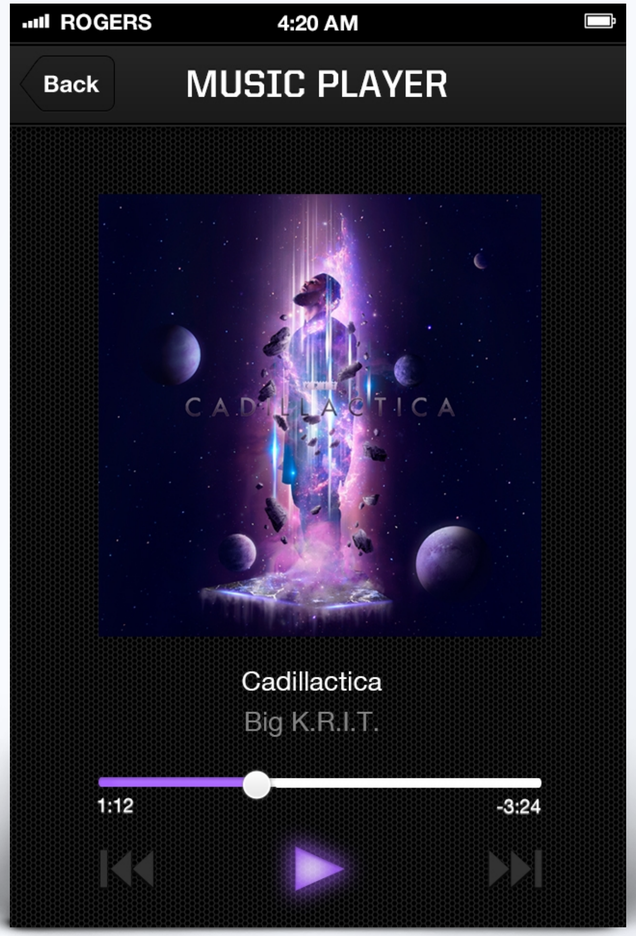
TRIP VIEWER



See where you went, stats for the day, or all time bests

Get Started


CUBACEL
4:20 AM
Welcome Roberto
Logout
Trip Viewer
Buddy Tracking
Music Player
Device Pairing
RECON ENGAGE


ROGERS
4:20 AM
Back
MUSIC PLAYER
Cadillactica
Big K.R.I.T.
1:12
-3:24

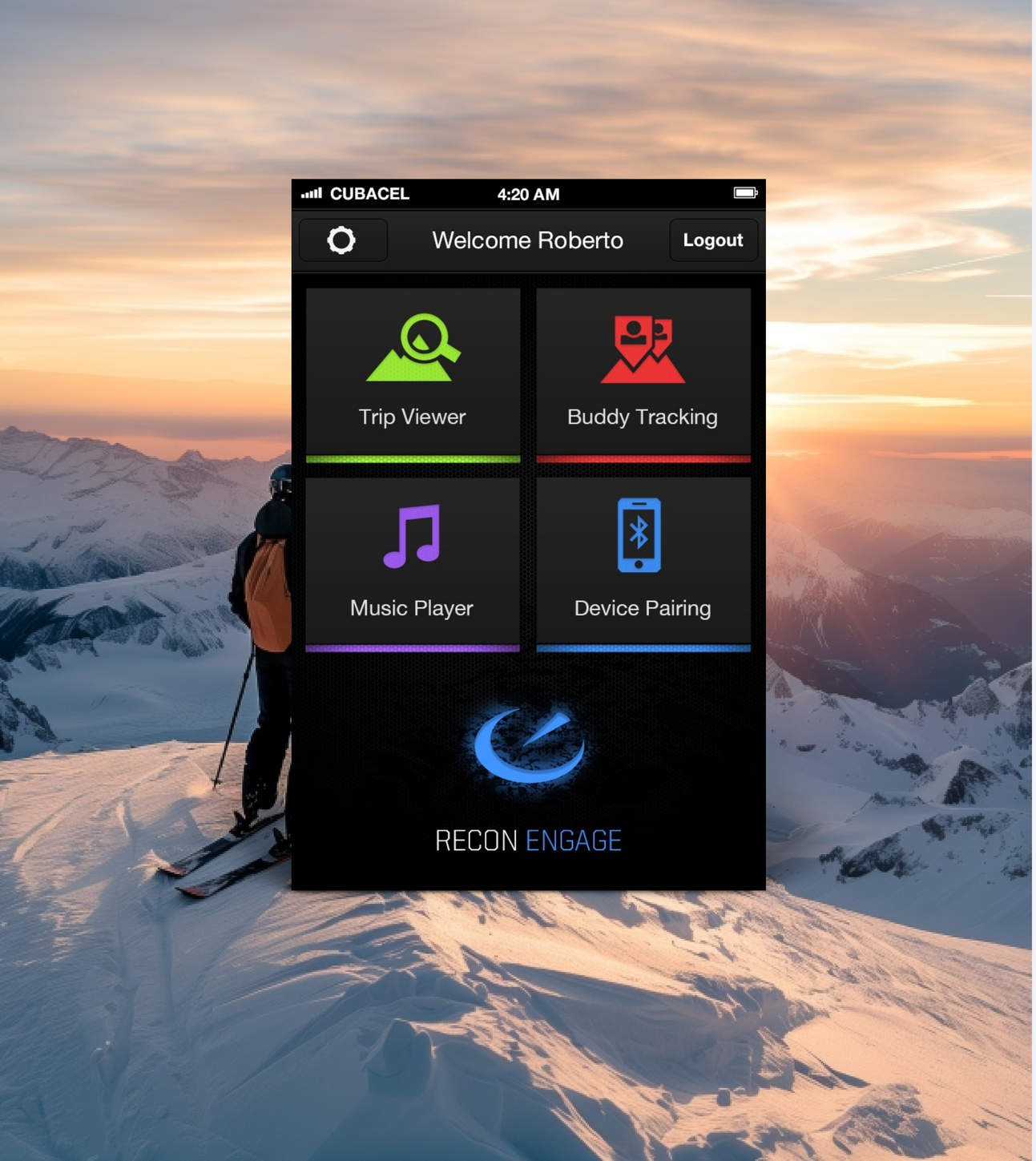
ROGERS
4:20 AM
Back
VIRTUAL REMOTE

RECON - TRiP ViEWER

TRiP ViEWER

Trip Viewer gives users the ability to browse and display activity metrics recorded with a MOD live device and see it all in an embedded Google Maps pane.

RECON - TRiP ViEWER



RECON INSTRUMENTS

July 2011 - March 2013

CONCLUSION

The company was ultimately acquired by Intel, marking a significant milestone in my career being part of this journey.

KiRiLL TETERiNE

778 999-5471 | kirillteterine@gmail.com

" [Kirill's] management and design skills had a huge impact. The collaboration between design, product, engineering and stakeholders improved a lot as a result of his recommendations. He is very pragmatic, understands business needs with ease. "

Peter, Head of Product Design **Kinsta**

"[Kirill] always strived to keep us on track, and made sure we had everything we needed to get the job done. His leadership of the payments team at invoice Simple was a key role in the success that we achieved"

Omar, Senior Back-End Engineer **Invoice Simple**

"Kirill is the ideal designer and a fantastic senior project lead. He was able to not only nail objectives, but remain agile, while fitting all other projects together to understand the whole story. He is a creative talent that delivers"

Darcy, Co-Founder **Recon Instruments**
Chief Marketing Officer **SKIO Music**

EXPERiENCE HiGHLiGHTS

Canada HSBC KINSTA TELUS SIERRA WIRELESS Canwest

SKIO MUSIC recon OAKLEY SONY MUSIC Evercommerce

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