**Mikhail Tsirelson**

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Portfolio: http://www.nighternet.com

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If you’re a recruiter:

Please, go to <http://www.nighternet.com/me/recruiter.html> first. Then schedule a phone or conference call using <https://calendly.com/nighternet/30min>.

EDUCATION:

St. Petersburg State University of Film and Television, Russia. MFA Film and Video.

Platt College of San Francisco. Diploma in Computer Graphics.

I HAVE:

- Imagined and improved dozens of products;

- Championed User Experience every step of the way, from the general product concept to

the last pixel on the screen;

- Researched the existing demographics and created new users’ journeys;

- Conducted user interviews and testing sessions;

- Designed best of class UIs and assured their compliance;

- Created hundreds of mind maps, site maps, full app logic maps, pixel-accurate mocks and

specs, interactive prototypes to assure the best result in record time

- Played key roles in marketing decisions and worked hand-to-hand with the developers;

- Designed hand-tooled HTML/CSS web sites, ads, presentations, collaterals, products and

swags, animations, tutorials, trade shows and everything else for the companies below:

**www.nighternet.com** (freelance) –– 01/2000 – now

Accenture, ArcSight (HP), Dialact, Bunton & Clifford Architects, Blackhawk Network, Connectinc, Convergys, Corda, CTB McGraw-Hill, DewMakers, DigitalThink, Dialact, eBay, Enterprise Training (UK), Frito-Lay, FrontRange, HarvestMark, Humphrey Instruments, Genoa, Guzik, iLog, Integrity Arts, Heartwood Studios, Hewlett-Packard, Kaiser Permanente, KLM Creative, Landor Associates, Leviton, LiederDesign, Linkbit, LinkIn, Manugistics, Mcmillan Publishing, Metron, MiniMicro, NetManage, NetTaxi, Nevis Securities, Novartis, Pacific Beverages, PetTrax, Pijamanation (Belgium), PayPal, Resurfx, Retek, Rigel, Rodan+Fields, Rogers, Ringcube, Sephora, Siege Works, SkyDog, STG, Sun Microsystems, Sygate, Sylent, Symantec, Swifttest, TheAggZone, Tria Beauty, Vasco Securities, Versonix, Vertex Pharmaceuticals, Viquity, ViiV Healthcare, WorldNet, WinTeam (France), Xaqti, Ximedica, Zultys.

**eBay, Inc.** – Campbell, CA

07/2014 – 03/2019 – Senior UX designer

Principal researcher and designer for developers.ebay.com portal, speed initiative, native mobile app release management, all Buy API, documentation and many other internal development tools.

**Complete Genomics** – Mountain View, CA

10/2013 – 07/2014 – Senior UI/UX Architect

Principal architect, UX researcher and designer for Revolocity, a mass whole genome sequencing line.

Designed a first of its kind UI for genomics. Researched various uninterruptible manufacturing UI best practices, liquid handling automation, etc. Created logic flows, wireframes, fully interactive prototypes. Design all UI HIFIs, redline spec, CSSs. Created logic flows, wireframes, fully interactive prototypes.

**Intuit** – Mountain View, CA

04/2013 – 09/2013 – Principal UI/UX designer

QuickBooks 2014 for Windows:

• "My Quick Books" - the admin panel for more advanced users.

• Re-designed the "Money Bar" - a personal income tracker.

• One click checks ordering UI.

**US Bank** – San Francisco, CA

03/2013 – 06/2013 – Principal UI/UX Designer, mobile

Wealth Management, Student Banking, Small Businesses mobile apps.

Designed and prepared for handout all wireframes, mocks, and specs for outsourcing production (Cognizant).

**Cisco** – San Jose, CA

01/2012 – 10/2012 – Senior UI/UX Designer, Network Management Technology Group

Cisco Prime, NCS, Lumos, Collaboration, Assurance

• UX Design Pattern Library to support over 128 device OSs

• Played a key role in migrating many legacy applications to a unified Ajax-based RIA

• Participated in major release review, CSS bug scrub

• Mobile version of the Network Manager.

**AgilePoint** – Mountain View, CA

04/2010 – 01/2012. Principal Designer: UI/UX Lead

AgilePoint Enterprise Manager

• Reimagined workflow and UI design to migrate to Silverlight

• Created wireframes and UI samples

• Led team of Engineers and Technical Writers to create a functioning prototype

• Produced UI elements in Silverlight

AgilePoint Envision

• Conceptualized and designed new vector-based stencils

New Corporate DNN-based web site

Customized DNN skin. Created graphics and interactivity for http://www.agilepoint.com

**Silvaco** – Santa Clara, CA

09/2002 – 02/2007 – Senior Designer: UI/UX, web

Electronic Design Automation from TCAD to tapeout:

• Created and produced all company collateral and web materials

• Interactive (Flash) presentations for web and trade show booth

• Billboards and Trade show graphics

• UI/UX design for Silvaco Expert (an IC CAD application)

**Chevron** – San Ramon, CA

09/1997 – now – Senior web/interactive designer

I've worked on dozens of big and small projects: web, print, video, trade shows from the original concept to the final production.

Techron2Go, Station Finder, ExtraMile and Havoline apps for iPhone.

• Created concept, workflow, and wireframes to adopt the company’s station finder to the

finger touch and gesture-based interface

• Worked with the developers to assure the pixel-perfect fusion of the standard iPhone

features with company design guidelines.

• Produced all UI elements, specified timing, and transition

http://itunes.apple.com/us/app/techron2go/id371186057?mt=8

New Chevron HR

• The concept for the Company new warm and personal HR site

• Interviewed HR personnel, senior geologists, rig operators, and gas station workers about their unique experience

• Produced a large amount of video/audio and interactive (Flash) pages for the site

Texaco Car of the Decades – 2009

• Visualized the idea of “Car as Art” for the user-driven vintage car pageant and web

forum to fuse the esthetics of Texaco with typical vintage car user sites

• Created wireframes and UI for the main content and user upload and vote pages

• Edited video/audio/FX for Texaco’s own entry in the contest – a sponsored Land Rover

Adventure

• Produced original graphics, design and UI for various pages

Chevron Product Company – 2008, 2009, 2010

• Combination of photo, art, 3D, video, and interactivity into one fluid and exciting web

experience played around “hot spots” on the new gas station

• Supervised video production: people interviews, fly-throughs, etc. to match graphics

and 3D. Used green screen and on-location techniques, camera matching

• Created final graphics, video edits, and Flash.

**Applied Materials** – Santa Clara, CA

10/2005 - 09/2007– Interactive Designer: E-Leaning

Designed and developed over 20 e-Learning courses, ranging from simple Contractor Orientation to complex Tool and Clean Room Certification courses

• Worked with the management and legal department to define the safety and legal requirements of the legacy training compliance (SCORM)

• Architected large training courses to allow workers to go at their own pace with frequent live progress monitoring and reporting

• Produced graphics, simulation, navigation, and final assembly

**CTB McGraw-Hill** – Monterey, CA

04/2001 – 08/2001 – UI/UX Designer

Project “Monarch” - migration of the entire paper-based K7 education materials system to the net.

• The challenge was to re-design the interface at the project’s last stage when most of the modules where developed.

• Worked with key engineers and managers to allocate the most problem areas and ways to fix them in a short time (i.e. without wireframes and flow charts)

• Worked within limits of HTML/JS only, required for 100% user compatibility

• Created a 50+ page document to help developers to avoid most glaring mistakes in the future, especially when no professional design help is at hand.

TOOLS OF CHOICE:

UI/UX: Sketch, Zeplin, Figma, Invision, Adobe CC, paper/pencil/whiteboard.

Web: Espresso, Dreamweaver, CMS.

Interactivity: Hype, InVision, Animate, Axure, JustInMind, iRise.

Productivity: JIRA, Wiki, MS Office, Google Dev Tools, GitHub, Slack.

Presentation: PowerPoint, Keynote, Google Slides.

Infographics: d3, HighCharts, Tableau, others.

Motion and Viz: Photoshop, Cinema 4D, AfterEffects, Premier, Zbrush, LogicPro.