

# Aleh HAIKO

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**Objective:** To obtain a UX Designer position.

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**Skills:** User Experience (usability: effectiveness, efficiency and satisfaction); UX Implementation (User needs and objectives; Information architecture; Functional specifications; Content requirements; Visual, Interface and Navigation design); Graphic mock-ups of UI components, page layouts and interaction flows; Good knowledge of modern trends in the Internet graphic design (e.g. RWD) implemented with HTML5, CSS3 standards and popular JS libraries (e.g. jQuery++, CanJS, D3 (NVD3) etc.); A good eye for clutter-free and visually consistent UI design; Pixel-perfect attention to details of graphical elements and typography; Solid understanding of human-system interaction ergonomics on desktop and mobile devices (i.e. touchscreen technology.); HCI; Agile development.

*Technical proficiency in, but is not limited to:* • Adobe Creative Suite (Photoshop, Illustrator, Fireworks, Dreamweaver, Flash, After Effects, InDesign), OmniGraffle, Axure RP, CorelDRAW; • MS Office Suite (PowerPoint, Project, Word, Excel); • OS (OS X, iOS; Android, Windows 7/Server 2003, Ubuntu); • Tableau.

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**Experience:** **APPLE INC.**

Sunnyvale, CA

• **UX Designer**, March 2013 – Present (EXILANT Technologies on-site vendor)

*Works on projects to improve (or design from scratch) UX of various applications and technologies that gather, store, analyze and provide analysts and data mining communities with access to information that helps the business make informed decisions.*

***To successfully implement the above scope he:***

Researches the audience and the business to analyze how people will use information provided by the application, and what mental models users create while using the application.

Conducts stakeholder interviews (persona creation: needs, goals, behaviors, attitudes, skills etc.), heuristic walkthrough (product objectives and usage, functional specifications, content requirements, development requirements etc.).

Produces workflow diagrams and UI wireframes (Lo-Fi or Hi-Fi) to demonstrate how the application scenarios will work from a practical point of view to help make decisions about the overall development direction.

Turns around detailed mockups in an iterative, agile environment. Looks at situations and challenges to transform them into creative deliverable ideas. Advocates UI simplicity and intuitive data manipulation. Creates design specifications to the understanding of engineers.

Builds and maintains productive work relationships with stakeholders (product

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management, engineering, senior leadership) to communicate the user experience efficiently.

Has a proven record of successfully designed and implemented UX scenarios and UI layouts to boost productivity of Apple's Global Business Intelligence teams through optimized logic of interaction and improved readability of UI graphical elements.

Develops UX scenarios that are intuitive and UI that are attractive and easy-to-read (both for desktop and mobile platforms). Works closely with product managers and engineers through all phases: conceptualization, design of use cases, implementation, testing and documentation. Conducts brainstorming and ideation sessions and usability meetings. Identifies and creates interactions that are user centered.

Keeps current with the latest in interactive and visual design technologies and investigates new technologies and methods to bring cutting edge functionality for future development.

Successfully uses experience, innovation and judgment to make decisions that may be based on partial information. Works in a fast paced environment without a lot of formal specifications.

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## TUT BY MEDIA

the USA – Belarus

- **UX & Visual Consultant**, 2011 – 2013

Developed and successfully implemented creative and functional web, print, and photography projects. *Selected clients:* TUT BY MEDIA, B.I.Stepanov Institute of Physics, Ceva Sante Animale Belarus, BELARUS POST, FINTEL.us, LookinGlass.Org, NUR.KZ, Fidelity Amerisurance Insurance Services, D CO. 3-4 AVN REGT, Medcomprice.com.

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## U.S. ARMY FORCES COMMAND

Various locations in the USA and Afghanistan

- **IT Specialist**, May 2009 — Jan 2013

Supervised ULLS-A (E) — a computerized environment that automates U.S. Army aviation management information system. Gave classes and mentored incoming personnel on how to effectively utilize ULLS-A (E) logic and interfaces. Logged, reported and discussed UX issues with top-tier developer staff. Became proficient in dozens of the US Army software applications, computer and communication systems and their UI logic both desktop and mobile. Effectively managed the Production Control office. Built Delta Company's reputation of high competence and readiness by having the best ULLS-A (E) administration and IT practices in the brigade both during field training exercises and in combat zone (for exceptional contribution awarded with three the U.S. Army Achievement Medals during Operation Enduring Freedom 2010-11 in Afghanistan).

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## TUT BY MEDIA

Minsk, Belarus

- **Senior UX Designer**, May 2008 — Mar 2009
- **UX & Visual Designer**, Jan 2008 — Apr 2008

Set up graphic, creative and information design guidelines for TUT.BY — the largest Belarusian media web portal — and its subsidiaries. (Successfully developed Visual, UI and UX design for i.TUT.BY that became the first 1+ million online social network in Belarus over the next 2 years). Thought through and analyzed every aspect of UI and UX scenarios on new projects and gave recommendations on how to improve the existing ones. Successfully adapted existing brand design language of the UI for new needs without costly and time consuming overhauling. Created wireframes, graphic mock-ups of UI components and web page layouts. Generated ideas and brainstormed within a team, face to face, and alone. Worked close with front-end and back-end developers, QA engineers, marketing, and product executives to successfully transition design into production.

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## BELARUS POST

Minsk, Belarus

- **Product Lead**, Jul 2006 – Jan 2008
- **Senior Visual Designer**, Dec 2002 – Jun 2006
- **Visual Designer**, Oct 1999 – Dec 2002

Provided leadership and guidance to design, editorial and production teams at each stage from ideation to implementation into an end item. Developed conceptual and creative guidelines for print and stamp product of Belarus. Supervised multiple levels of production cycle (conducted market research, advertising campaigns, exhibitions and special events, controlled deadlines of product issuing, reported on progress, contacted and negotiated with authorities, publishing houses, mass media, public and private organizations). Greatly contributed to a steady annual increase of the Belarusian stamp product revenues by producing modern design, establishing effective relations with printing houses and through Internet marketing.

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<b>Education:</b>	<b>Stanford HCI Course</b>		El Paso, TX, 2012
	• Human-Computer Interaction		
	<b>U.S. Army Sergeants Major Academy</b>		Fort Bliss, TX, 2012
	• Warrior Leadership Course	Diploma	
	<b>International University MITSO</b>		Minsk, Belarus, 1997–2001
	• Industrial Enterprise Management	BS	
	<b>Economics and Linguistics University</b>		Minsk, Belarus, 1995–1997
	• English and German languages	MA	