



# HELLO, WE'RE MERGE

— a dedicated UX-oriented team of designers and front-end developers.



THE HUMAN FACE OF  
**BIG DATA**

MERGE

MERGE

Steve Jobs  
DON'T MAKE  
THE MISTAKE



# DO WHAT WE DO

We care deeply about what we do and have become experts in beautifully-designed software. Having different backgrounds combined, we gathered pretty huge scope of competencies.



# Basically, We're Good At

Remote Customer Development

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Use Case Scenarios

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UX Architecture For Web And Mobile

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Functionalities List

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Hi-Fidelity UI Design

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Illustrations

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Web Design

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Atomic UI With Components Using Guide

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Frontend development

UI design, CMS templates, SPA on Vue.js



# Our Expertise In Following Areas

## NEW PRODUCT DEVELOPMENT

You have defined a pain points of people and want to start a new business with the solution? We'll help with use cases scenarios, set up a functionalities list, and high-fidelity design from the ground up. If your product is Web Application — we can help you with a SPA Front-end Development.

## IMPROVING EXISTING PRODUCTS

We could focus on a specific area that needs improving in your product, grow necessary KPI. Also we are profs of customer development, so we can discover your product with current or potential users.

## IMPROVING EXISTING PRODUCTS

We typically do full cycle development for marketing sites from ordinary landing pages to fancy emotional websites.



# Product Development Roadmap

## 01 INCEPTION

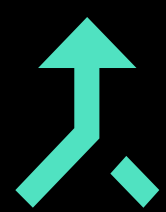
We started from an understanding of your business goals and end-user needs. We analyze target audience, interview current or possible users — it helps us to understand problems which our product should solve. This is the first stage of our Milestone-driven product development process. In the end of project inception we determine functionality list, prioritize them and establish best practices for communication, progress reports and delivery.

## 02 DESIGN

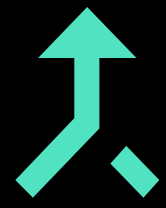
Work on scenarios of user experience and mindmaps. Search the best way how a user can solve his problem. And how it can be money-profitable. After research, we start to find the visual style by design concept iterations, and implement our UX insights to hi- fidelity mockups.

## 03 DEVELOPMENT

This stage includes mobile first markup and fully front-end development on Vue.js of the web application.



# TEAM MEMBERS



# Pavel Tseluyko

CEO & LEAD PRODUCT DESIGNER



I'm a Lead Product Designer and Project Manager in Merge Development. Worked on several products for the medical sphere as a designer of user interfaces, B2C products as an individual product designer.

Now I'm in the role of the design team manager, consult clients in B2B product and visual language issues.

Involved in projects during a discovery stage: helping with convert business goals in functionalities List, writing user stories, creating product architecture, setting up visual language etc. During design sprints I'm available only as a part-time team member for UI supervising, plan sprints, set up and assign tasks. Also, give support during the production stage for projects.





# Anton Parkhomenko

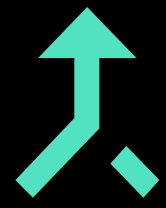
PRODUCT DESIGNER, UX CONSULTANT



I used to work for a number of product (Carerix, Jabra, Geo-Pak, BMTP) and outsourcing (EPAM, Ciklum) companies, both as a designer, and as engineer. Atomic User Research evangelist. Certified Agile Professional.

Processes optimization is my job and hobby at once, and engineering experience helps me to find the ways to fix the User Journey not only for users, but for developers of the product as well.

This resulted in me being also a UX and DesignOps consultant, helping companies to tailor solutions that perfectly fit their business needs.



# Alex Bublyk

UI/UX DESIGNER & ILLUSTRATOR

I'm prototyping digital products, solving visual design issues, always searching for non-standard solutions to improve user experience, passionate about bright and friendly creative illustrations, have a strong understanding of modern design trends and working as UI/UX Designer over 5 years.

Currently primarily creating hi-fidelity interfaces for mobile or responsive web apps. Also skilled in interface motion design and can to show the path of user interaction with our solutions.

In my spare time I'm sharing my knowledge and experience with beginners from scratch and provide courses at Beetroot Academy.



# Elisabeth Gudzenko

UI/UX DESIGNER



My fascination with how things look and work is what drives me to evaluate my design approach. I enjoy working with visual design for the realization of my perfectionism.

I've started my career as self-taught UI Designer at Merge Development. After graduation from the university, I decided to find my real passion and realize that I want to take part in the development process of digital products, that do good in the world, that serve people's needs without ripping them off.

Grew up my design experience now I'm helping to turn client's business goals in working aesthetically appealing apps as a team member. Also good in creating atomic style guides from scratch, working with content, implement functions into user interface.



# Elya Shakhbanova

JUNIOR UI/UX DESIGNER



I'm a designer of user interfaces and beginner in UX.

Graduated from university as a graphic designer, and successfully ended a UX design course in Projector School. Now I'm in the process of growing experience as a team player at Merge.

I'm highly motivated to help my team and our customers to make products that optimize labor costs and solves businesses problems.



# Alex Ratushnyi

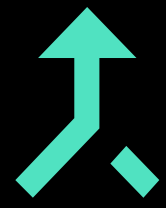
FRONT-END DEVELOPER



Hello, my name is Alex! I'm front-end developer. I love pizza, video games, girls and Javascript.

I'm able to use best approaches of HTML5, CSS3 and Javascript (including ES6, ES7) for responsive, cross-browser websites and SPA creation. I use Vue.js framewor, experienced with webpack. Solid understanding of airbnb JS linter as one of strict JS coding rules.

Short-term projects I create by using Parsel Bundler or Gulp. I also use SASS style preprocessor and know how to use variables and mixins.



# Volodymyr Mazurets

FRONT-END DEVELOPER



Started my involving into development field as a markup developer.

Now I'm helping our customers with all front-end part of their projects in cooperation with Alex. My part in our workflow connects more with layouting and creation of responsive user interfaces for SPA or just marketing pages. Motivated to grow my experience in development with new challenges.

I believe that sport gives you energy, so I'm a soccer and hockey player, it helps me to get energized.



# Alesia Dashko

ACCOUNT MANAGER



Hello! My name is Alesia, I am a sales and account manager at Merge Development. We would work together from the presales stage when I will analyze your requirements and coordinate my team to prepare a proposal for you. Once the project starts, I would then continue supporting you – I will stay as an account manager and put my efforts into generation of new business ideas and improvements which could be introduced to your project.



# MERGE.ROCKS

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