

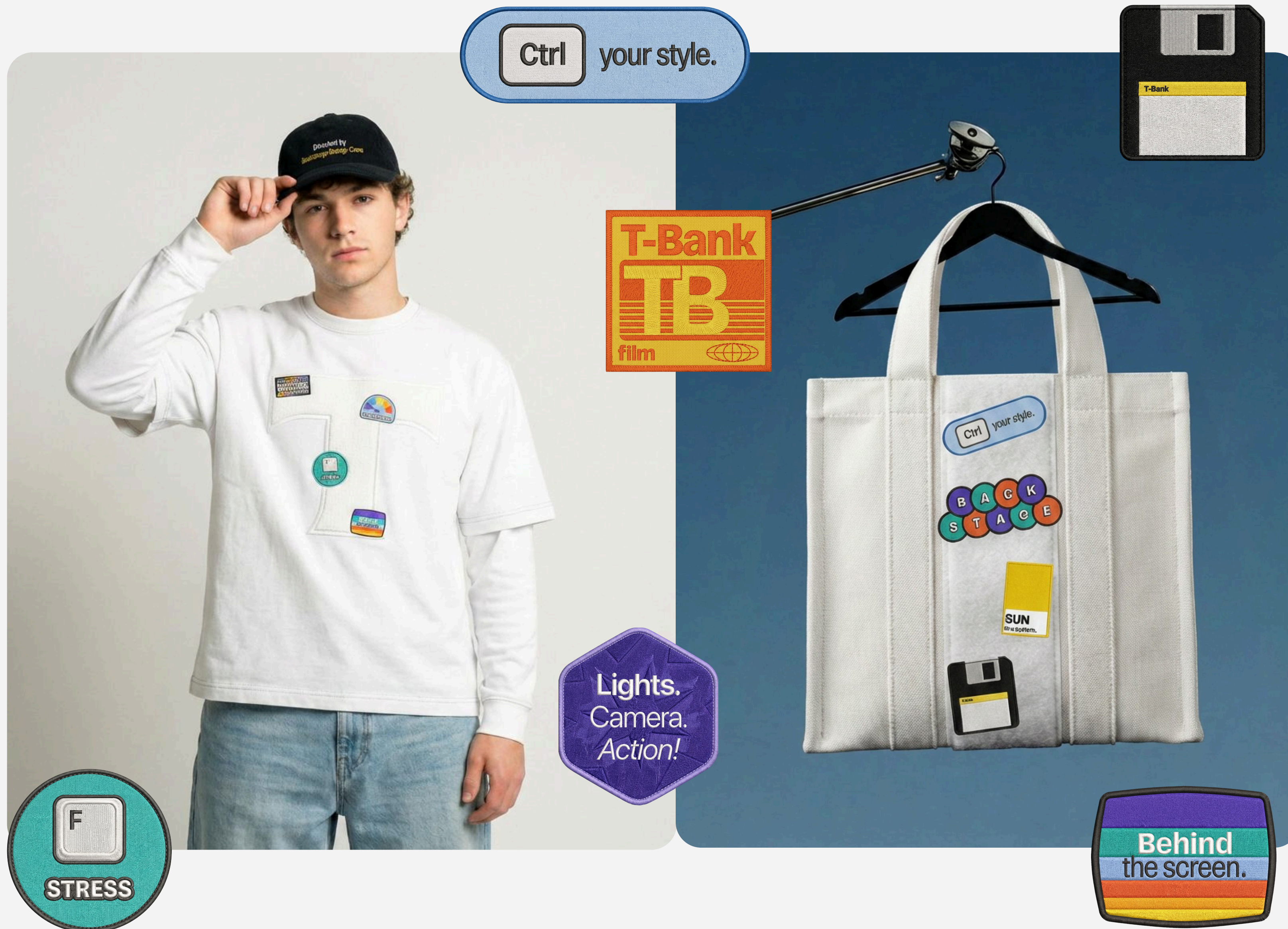


UX/UI Design Masters program

Students' projects Showcase

Velcro T-Bank Merch Design concept

Group projects



Project's core

T-Bank Merch Design Contest

Goal: Create merch for T-Bank with a system and the ability to wear it outside the office

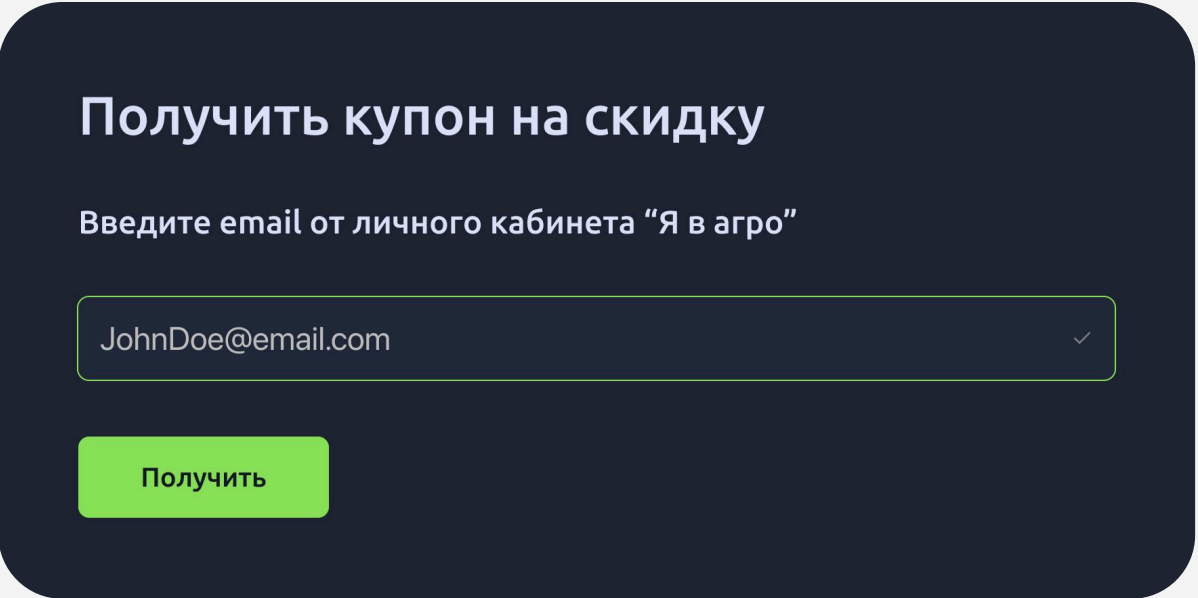
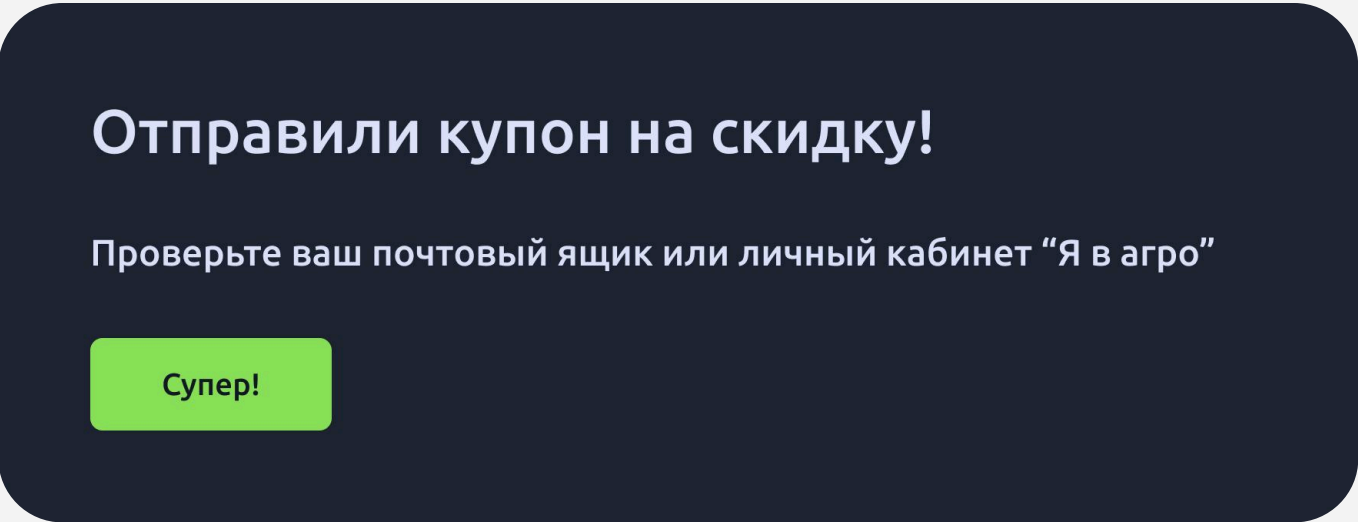
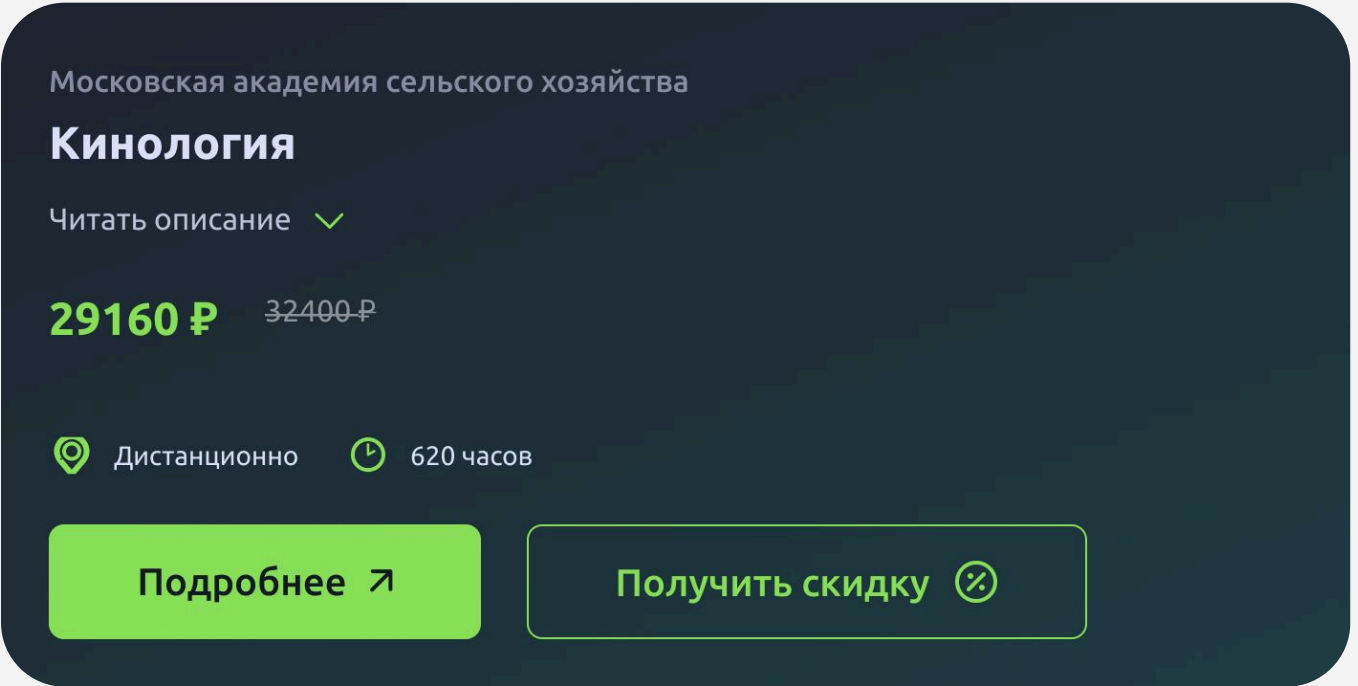
What was done

- Market Research
- Target audience analysis
- Branding metaphors
- Material & Production research
- Concepts & Mockups

RSHB.digital Case study

1ST PLACE WINNERS

Group projects



Project’s core

RSHB.digital White Board Contest

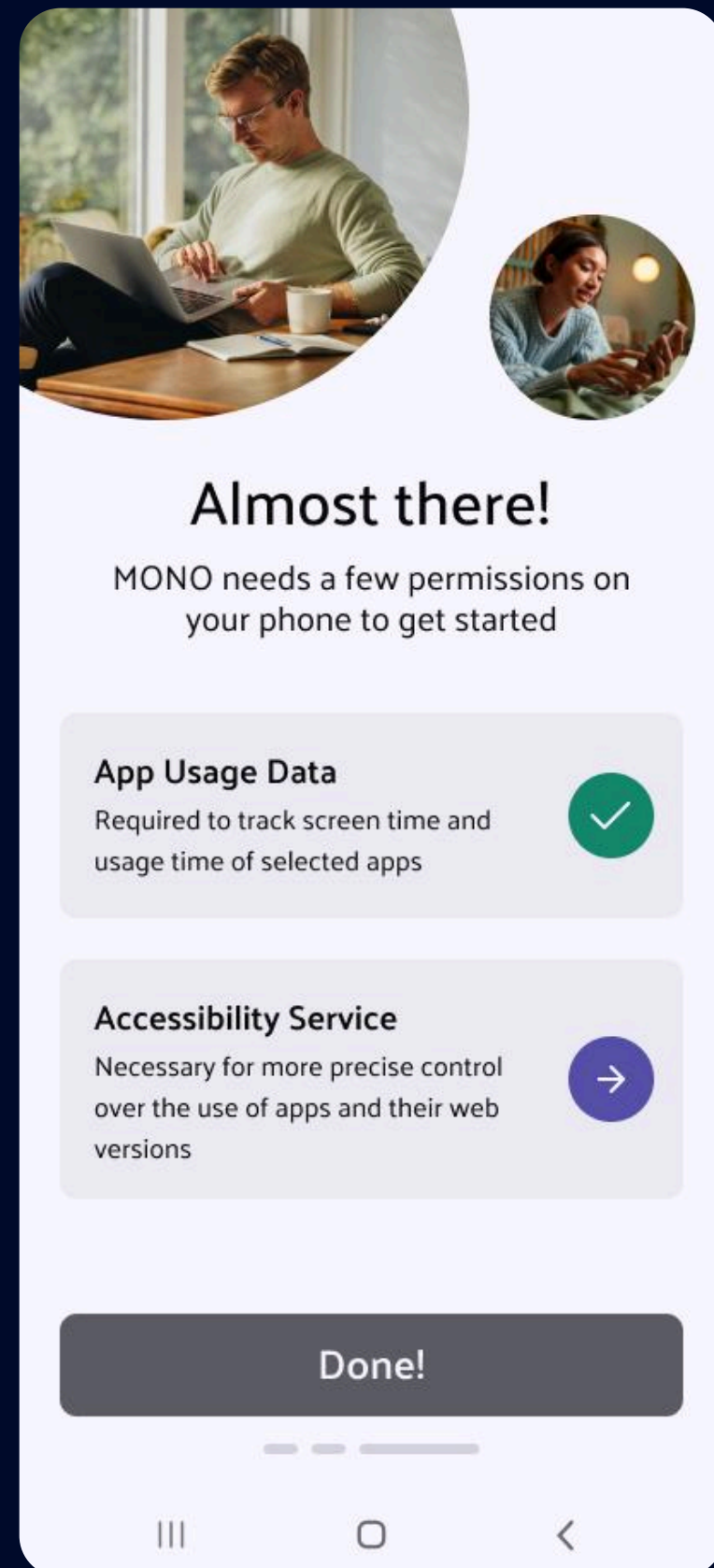
Goal: improve the current scenario of collecting student contacts in order to influence the metrics and increase conversion rate to related pages

What was done

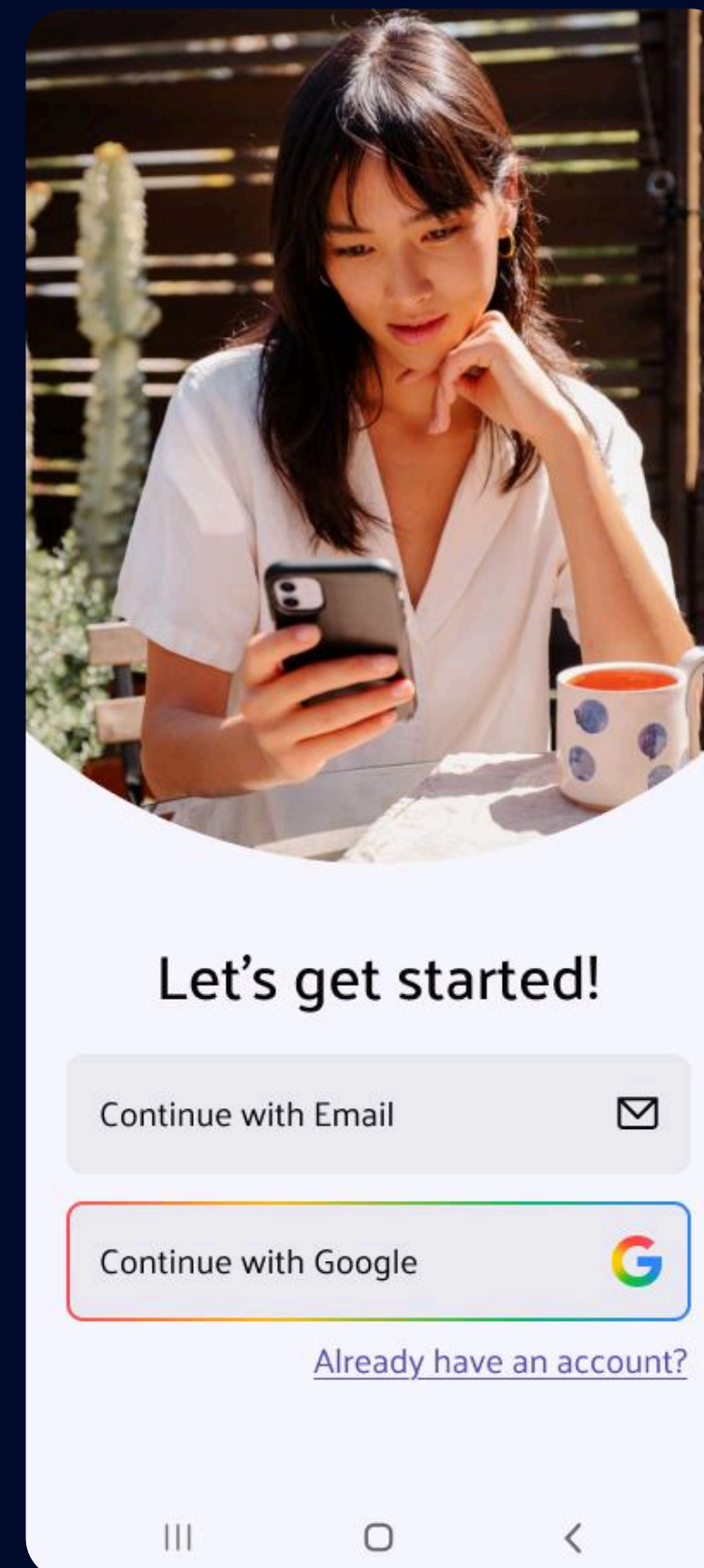
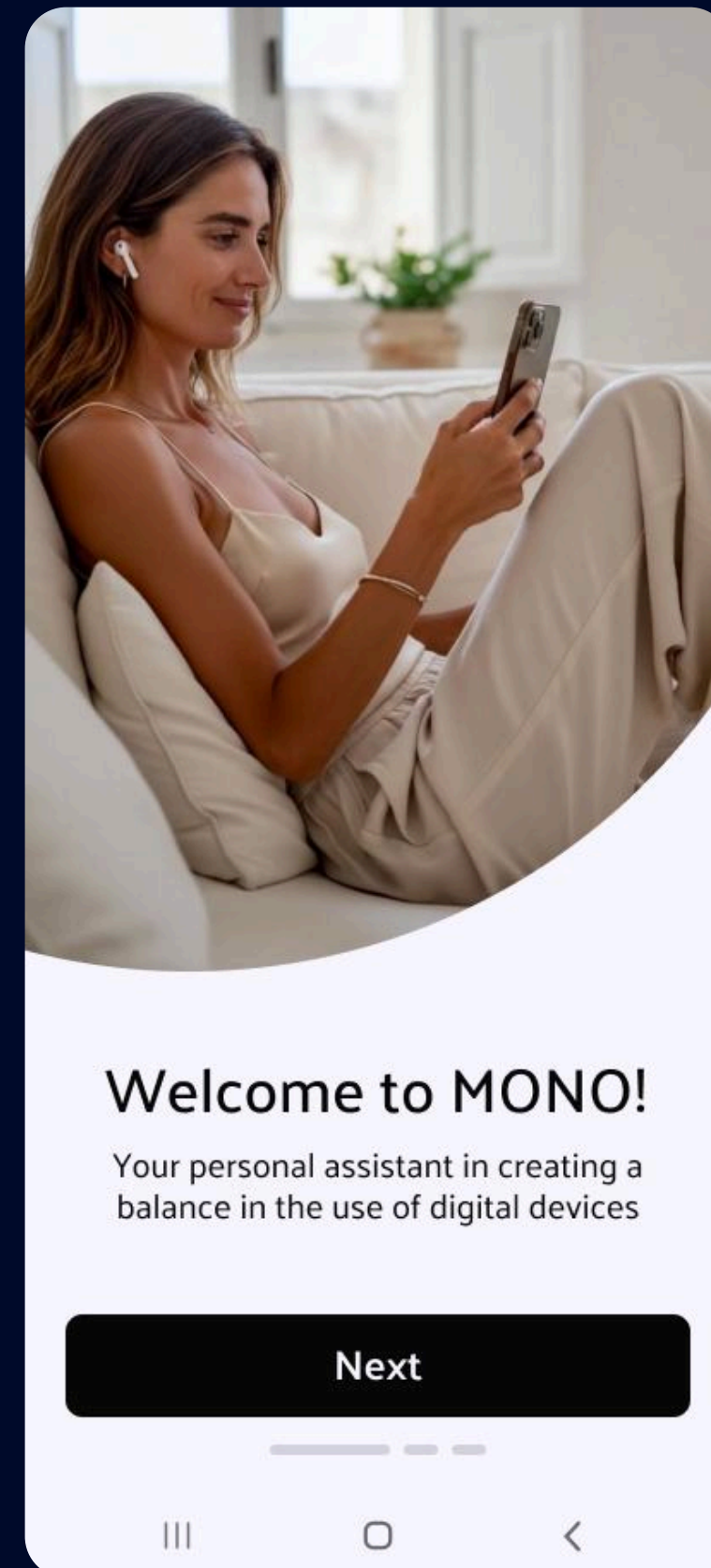
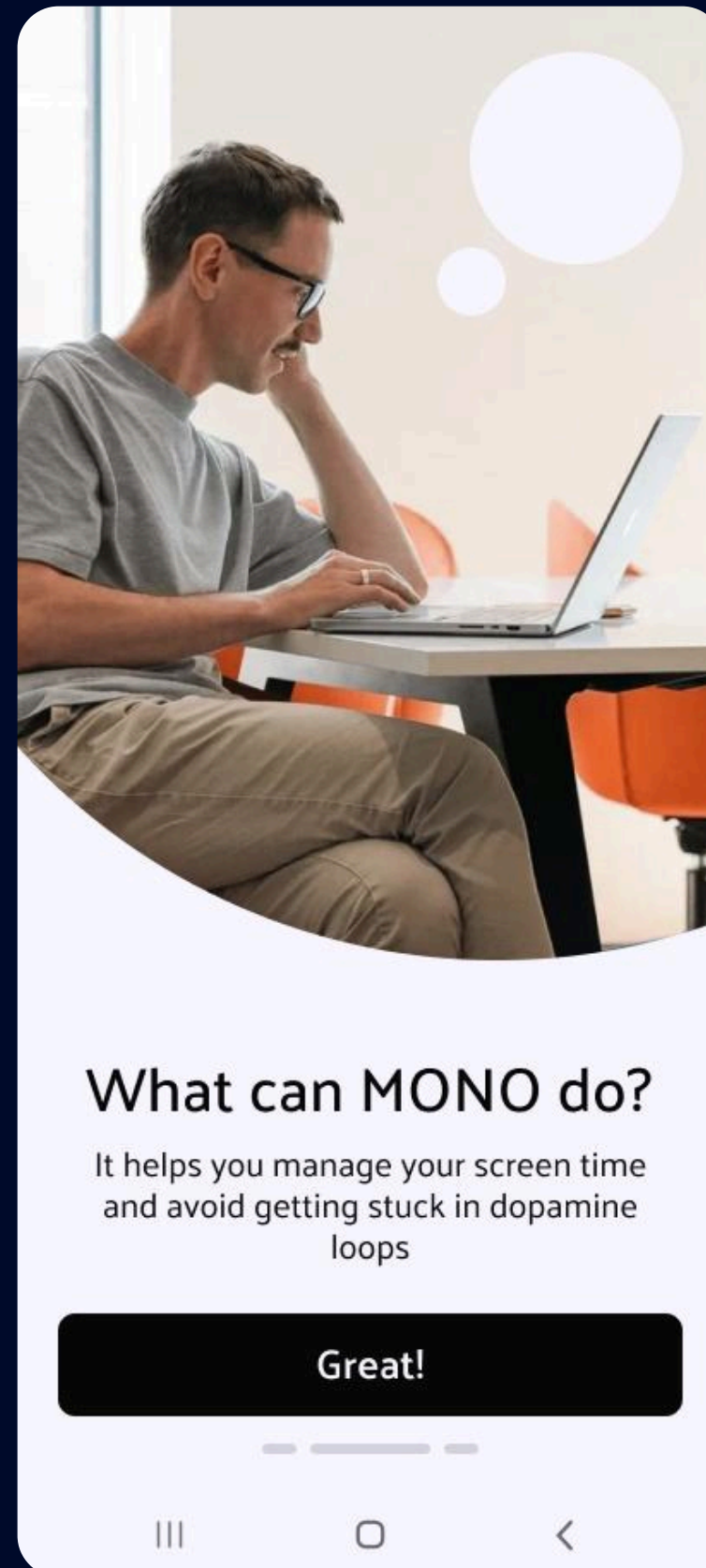
- User segmentation
- UX research
- CJM
- Scenario mapping
- Hypothesis testing
- High-fidelity redesign

MONO: Digital hygiene service

Nekhoroshkina Vasilisa's projects



Onboarding flow



Project's core

Studio Discipline II: Advanced UX/UI Project

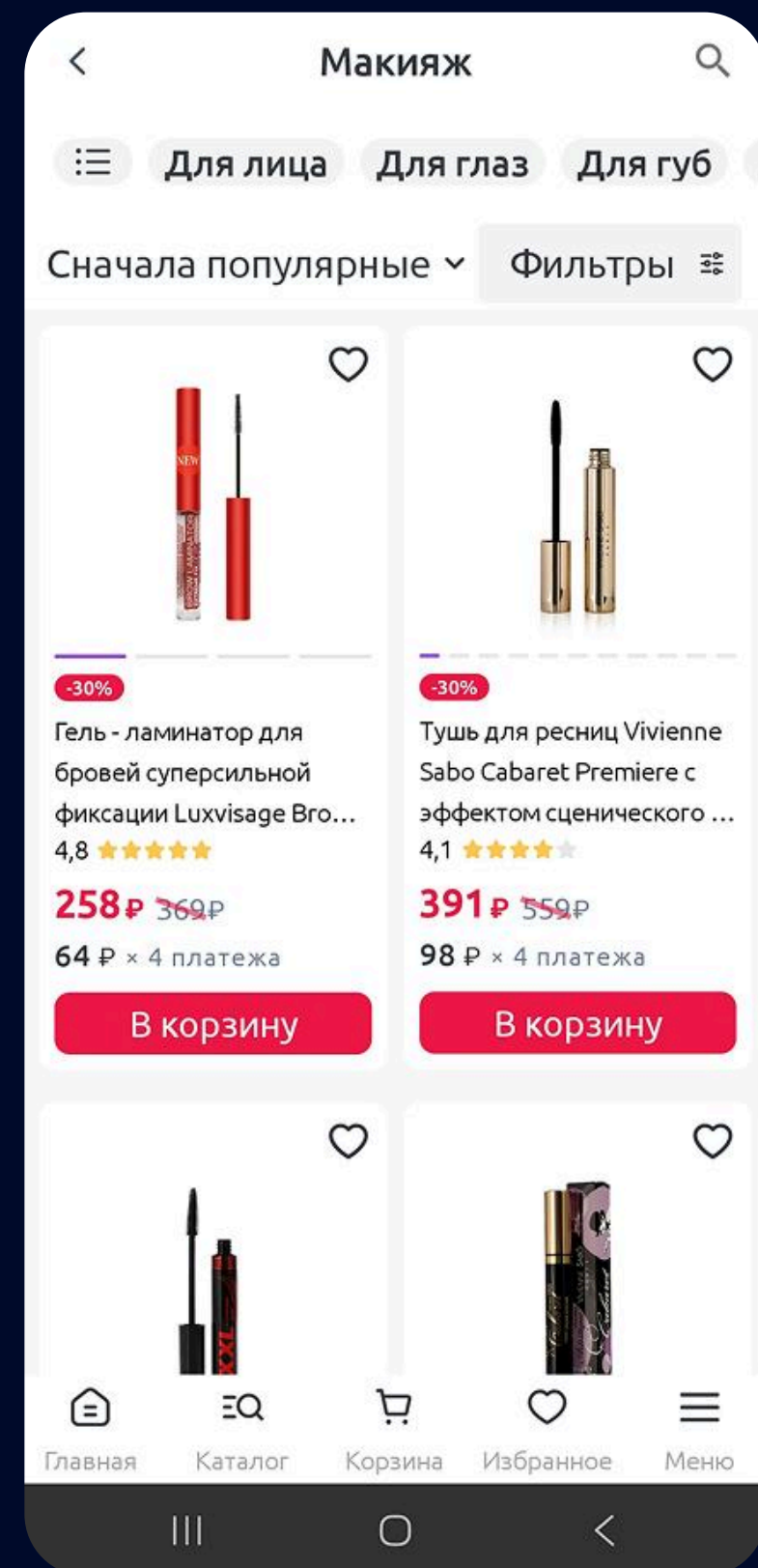
Goal: Create a multiplatform tool to combat screen addiction and improve mental well-being without putting pressure on the user

What was done

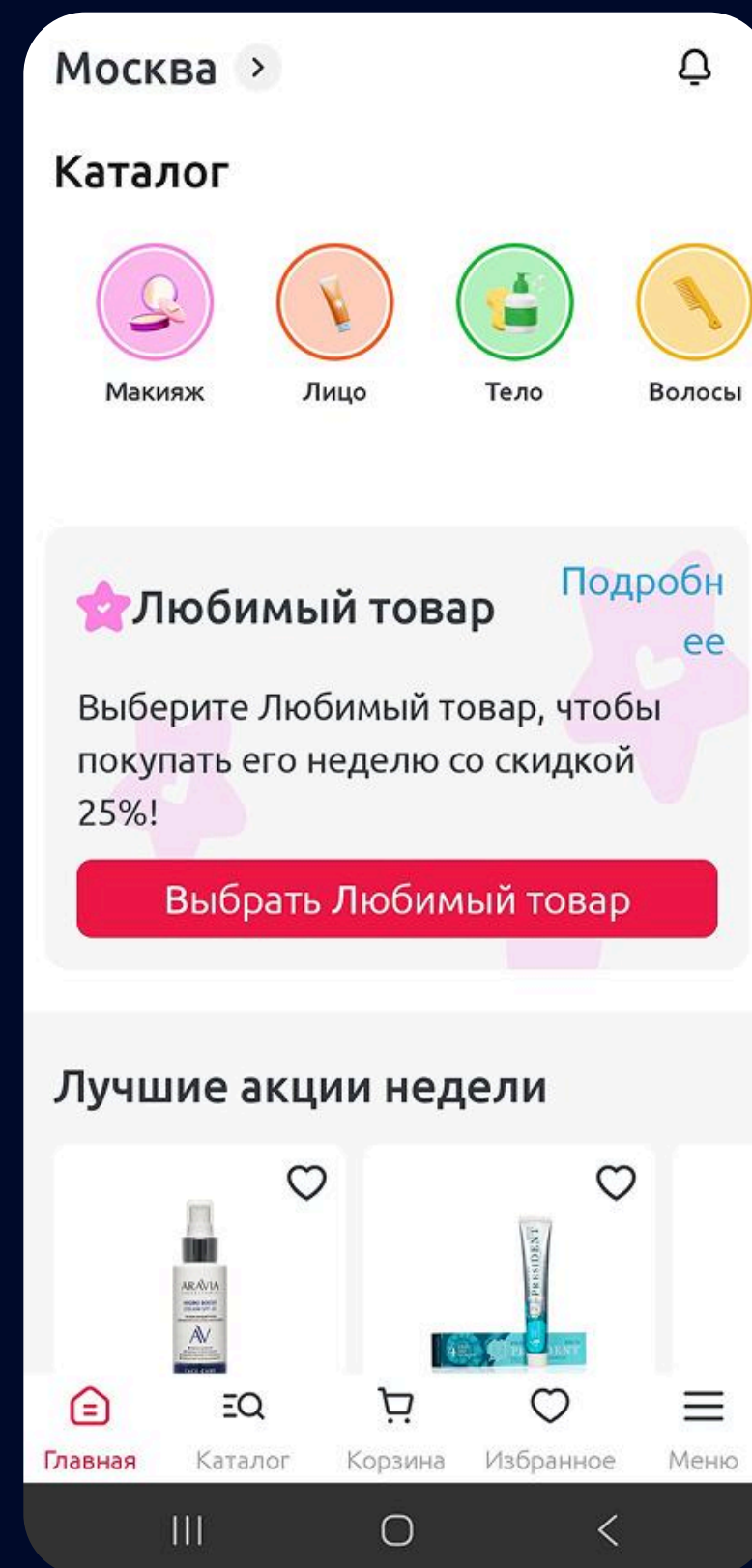
- Academic research
- Market Research
- Target audience
- User Personas
- Empathy map
- UI Kit
- Onboarding flow

Redesign "Rainbow Smile"

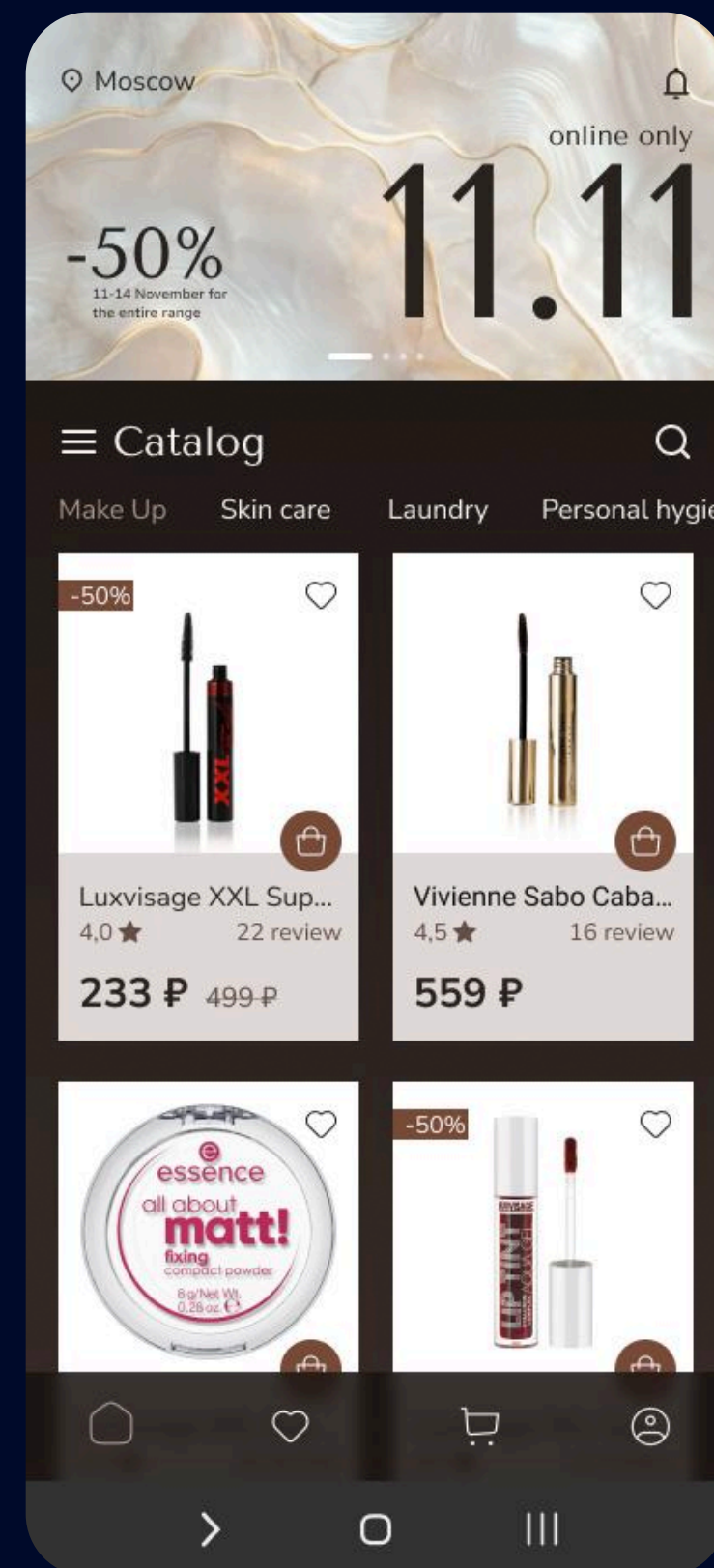
Nekhoroshkina Vasilisa's projects



Before



Premium



Mass market

Project's core

Visual Design Fundamentals

Goal: Redesign "Rainbow Smile" for mass market/luxury appeal

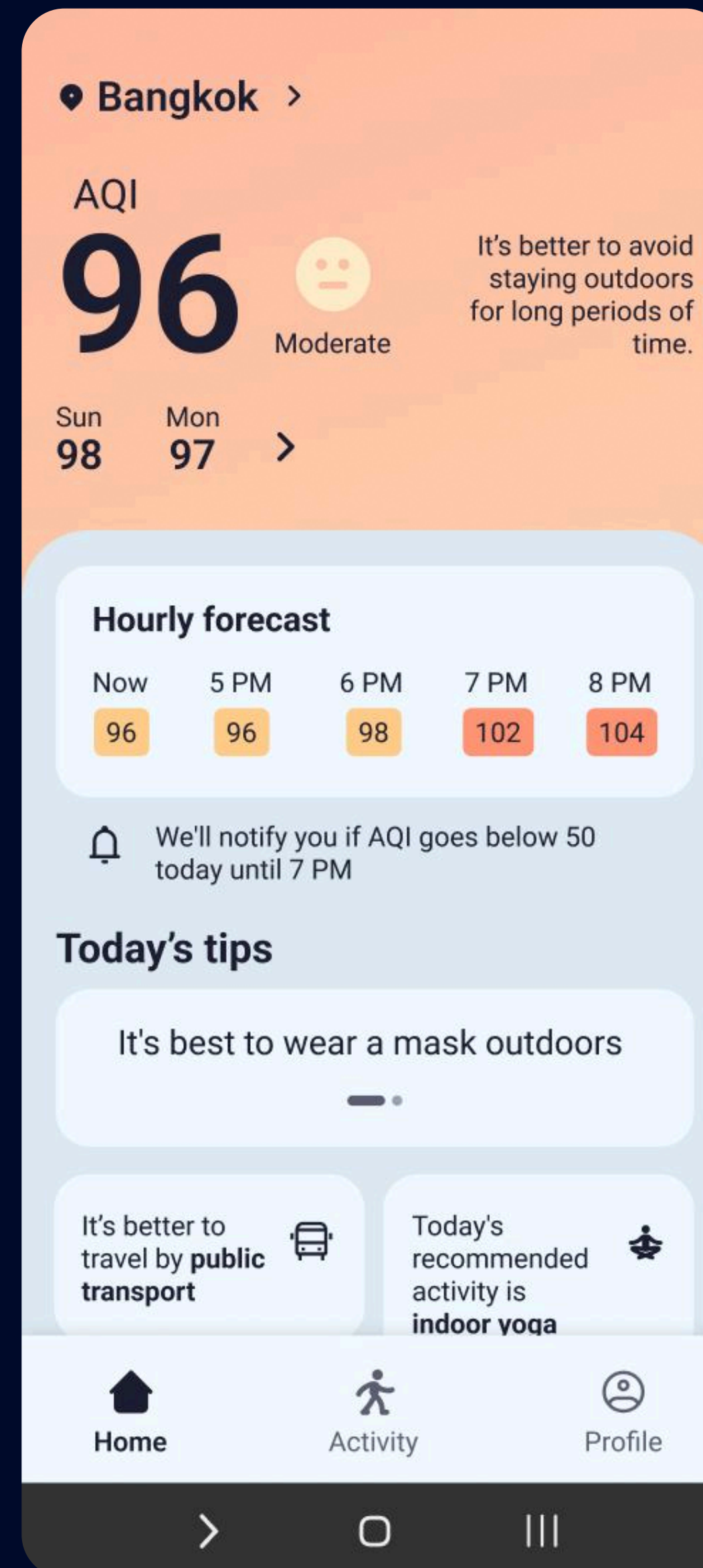
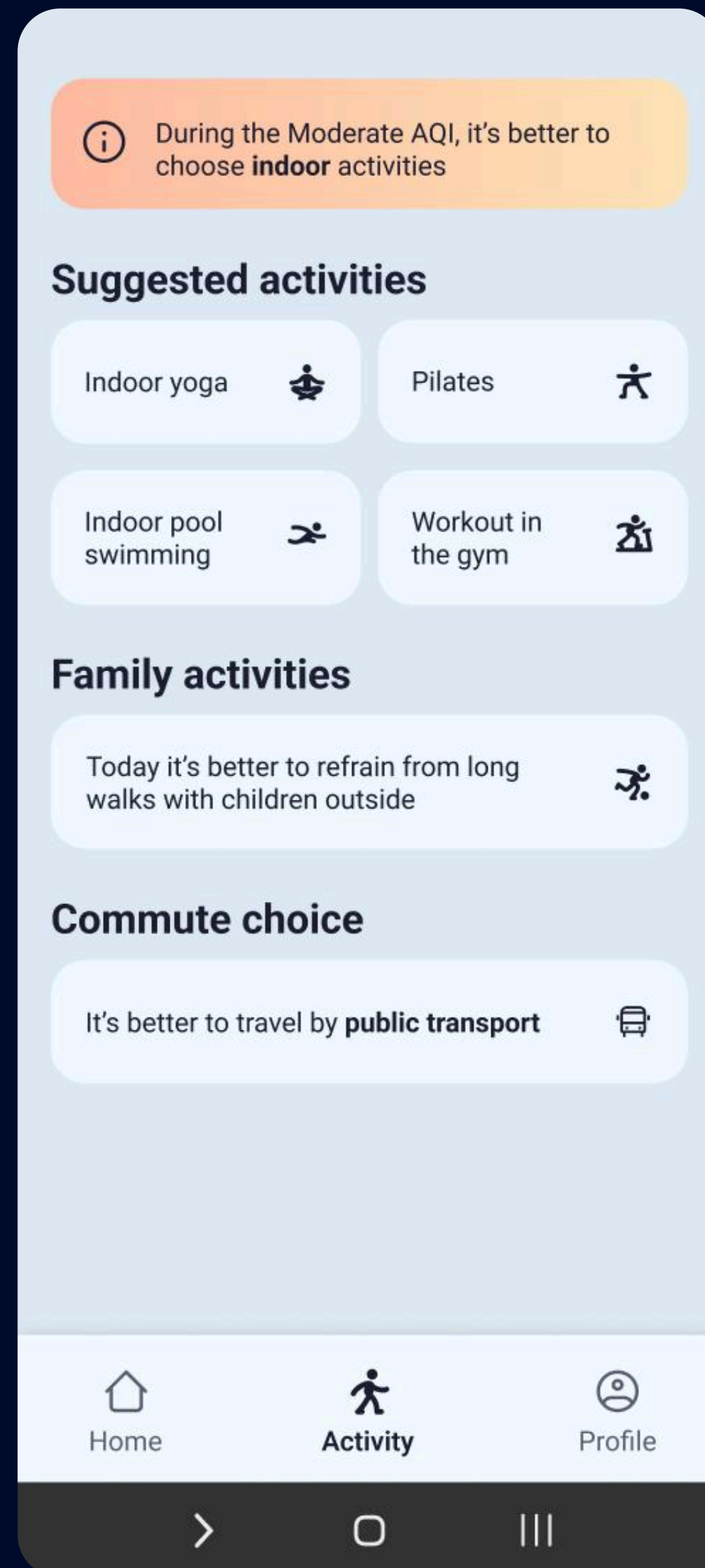
What was done

- Visual Research:
 - Colour palette
 - Typography
 - Imagery and iconography
 - Shapes, shadows, density
- UI Screens

GO48! UIUX Contest: "Daily AirSafe"

2ND PLACE WINNER

Nekhoroshkina Vasilisa's projects



Project's core

GO48 UI/UX Challenge

Goal: Create UX for a micro-app for healthier daily choices

What was done

- Problem Framing & User Insight
- User Flow / Task Flow Diagram
- Low/Mid-Fidelity Wireframes
- High-Fidelity Key Screens (UI)
- UX Rationale

LENSai: Visual Identity & System Concept

Ammar Amir Chaudhary's projects

LENSai

Light Mode

Dark Mode

Brand Colors

Primary



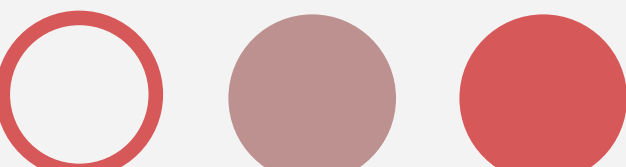
#EEEEFO #FFFFFF

Secondary



#29292A #7A7A7A

Semantic



#D85959 #BE9191 #D85959

Brand Colors

Primary



#29292A #515151

Secondary

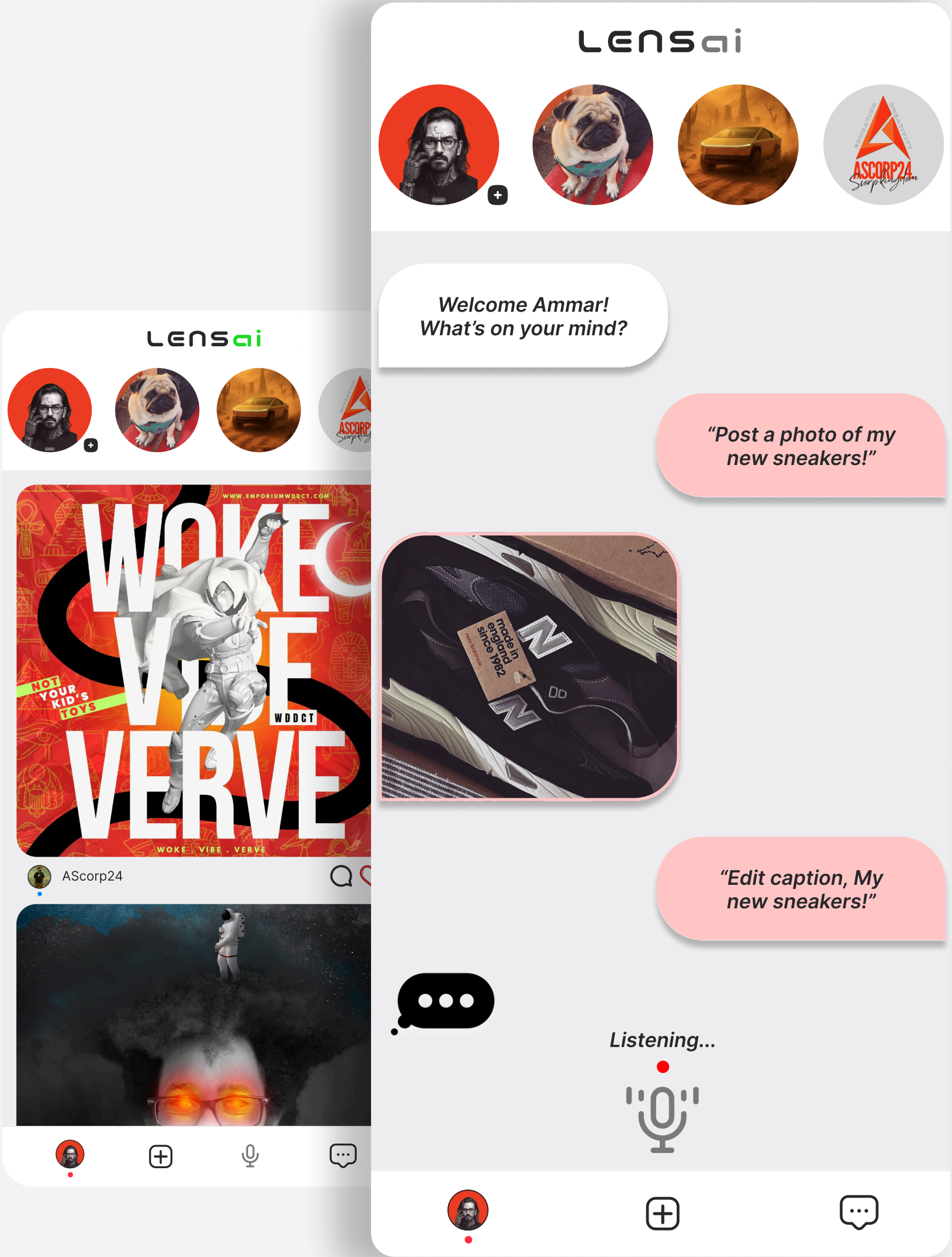


#7A7A7A #EEEEFO

Semantic



#D85959 #D85959 #BE9191



Project's core

Visual Design Fundamentals

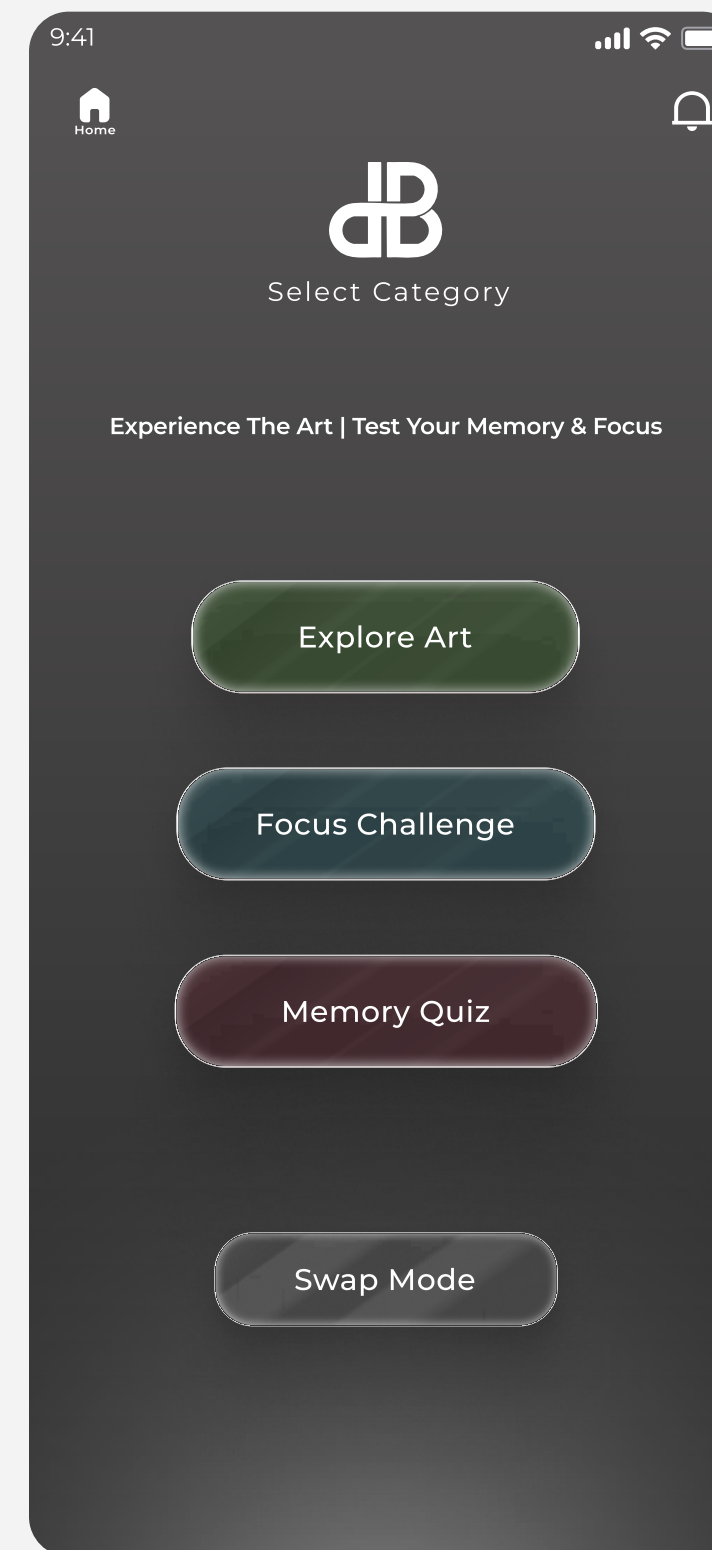
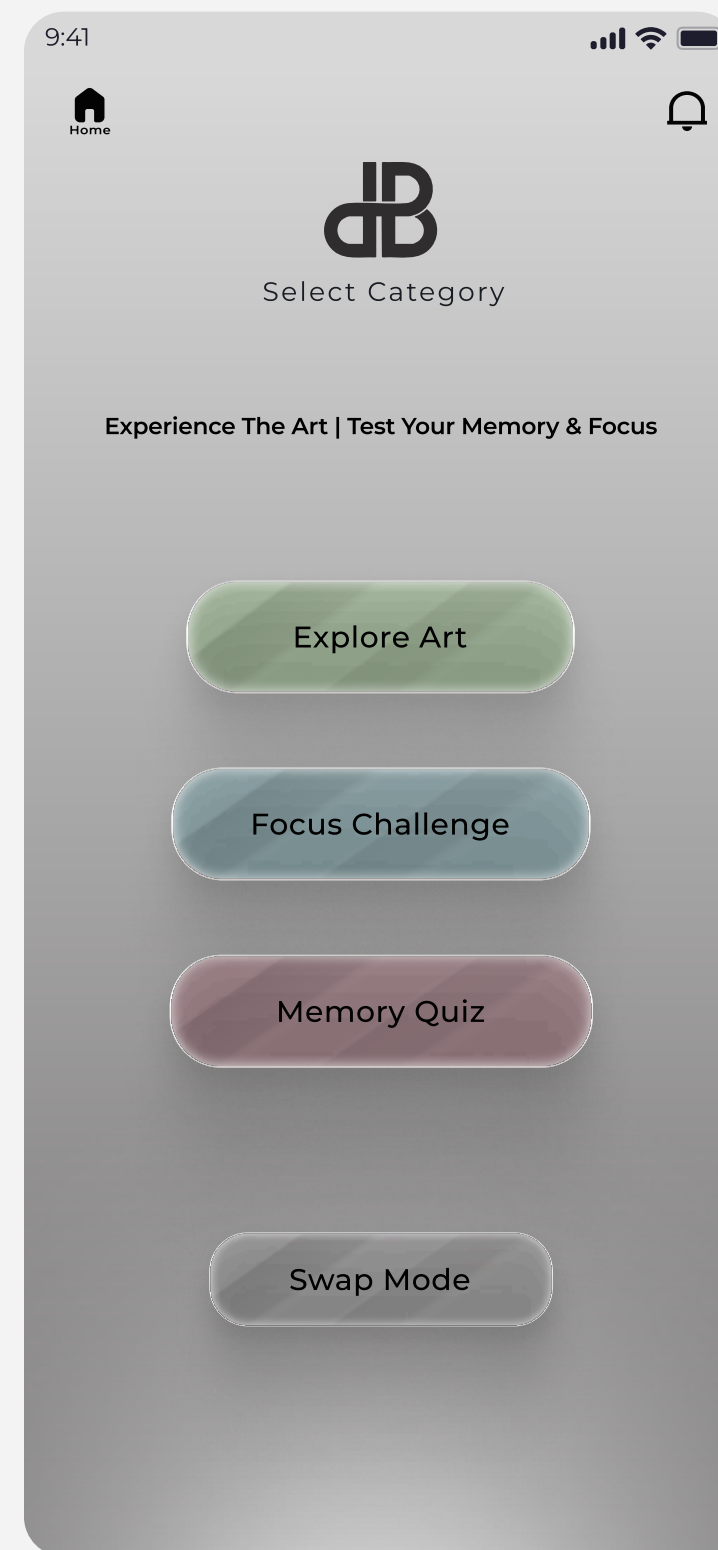
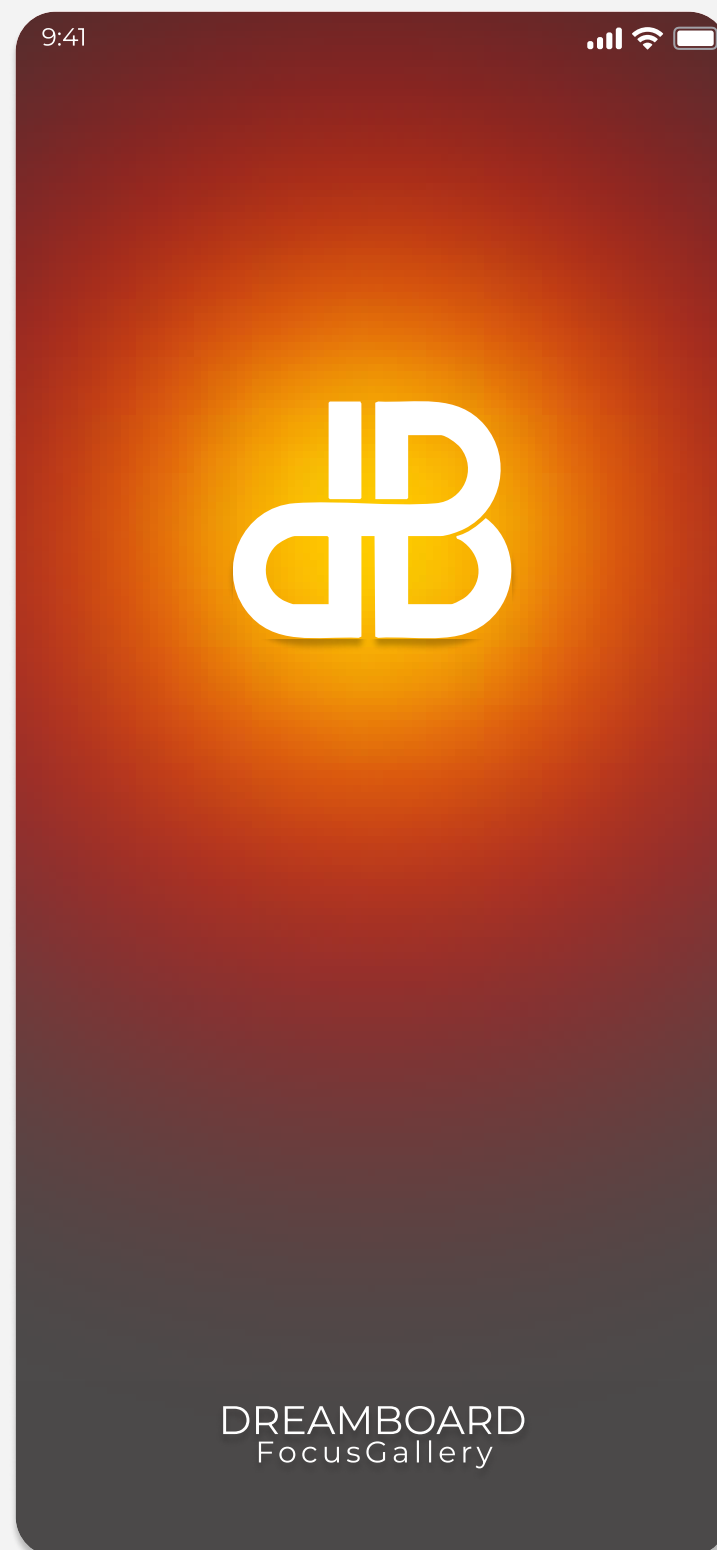
Goal: Create a visual system concept for a content-first social platform prioritizing accessibility, clarity, and minimalism.

What was done

- Core features
- Color Roles & Mapping
- Accessibility & Contrast Testing
- Typography
- Governance
- UI Demo

DREAMBOARD FocusGallery

Ammar Amir Chaudhary's projects



Project's core

Studio Discipline I: Foundation Project

Goal: Create an experience for dark and light modes that tests and supports cognitive comfort and task performance.

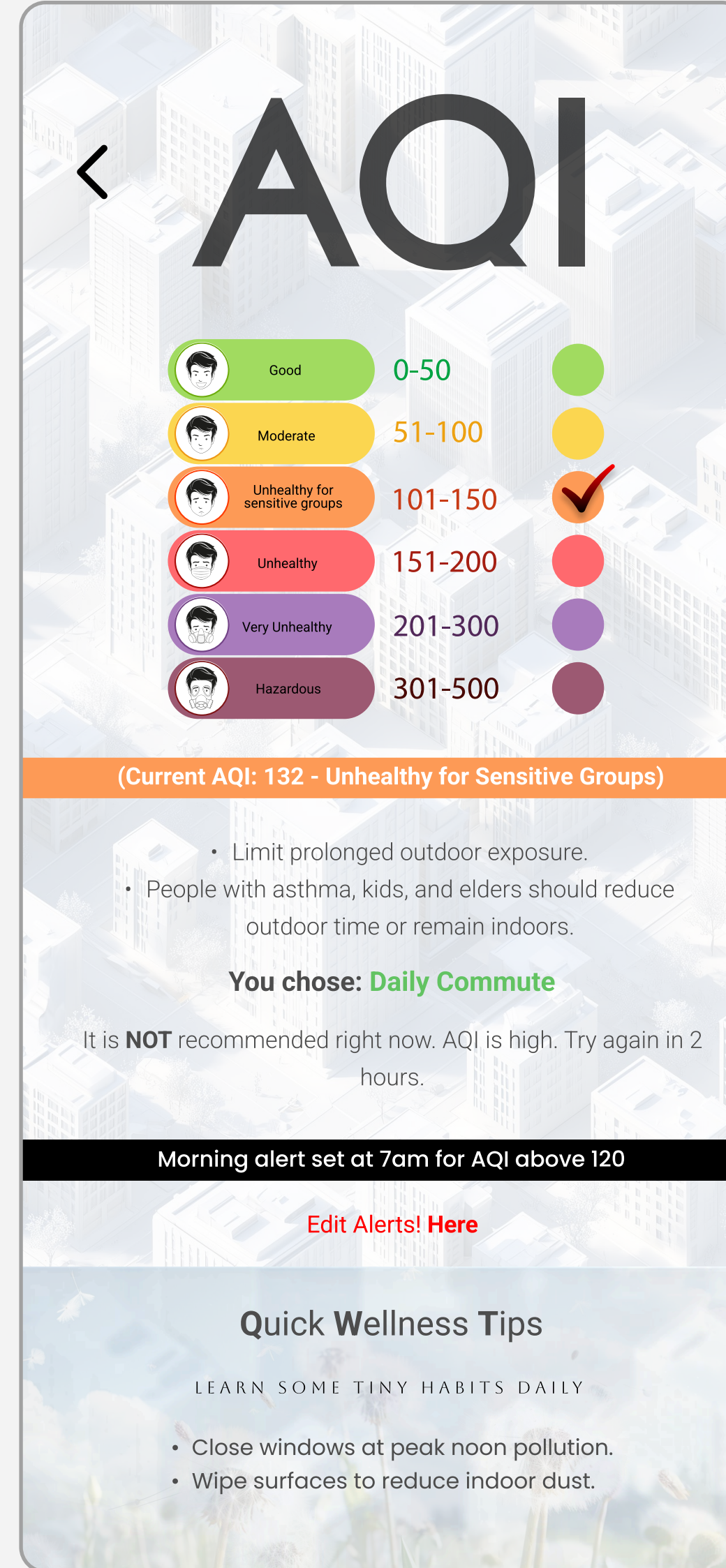
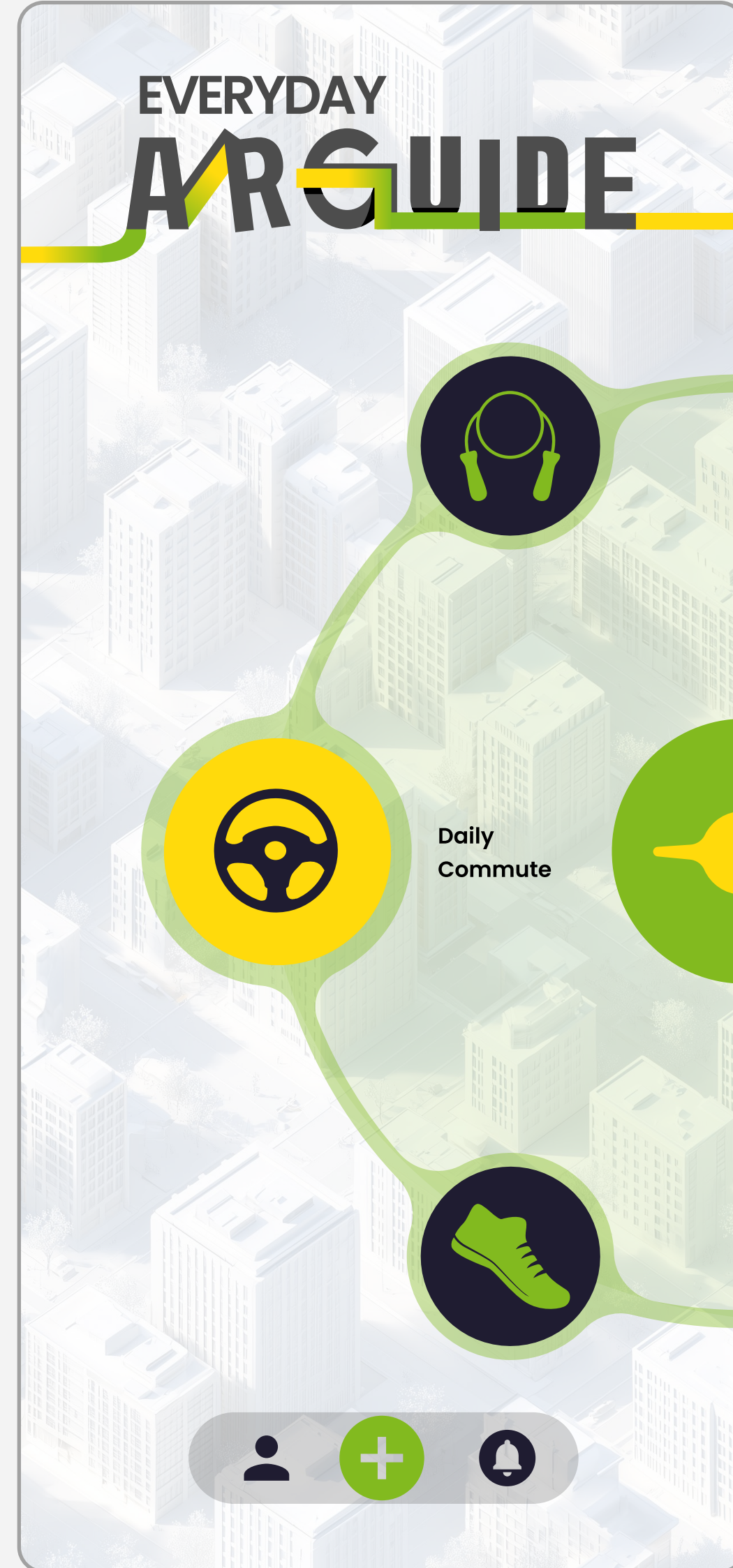
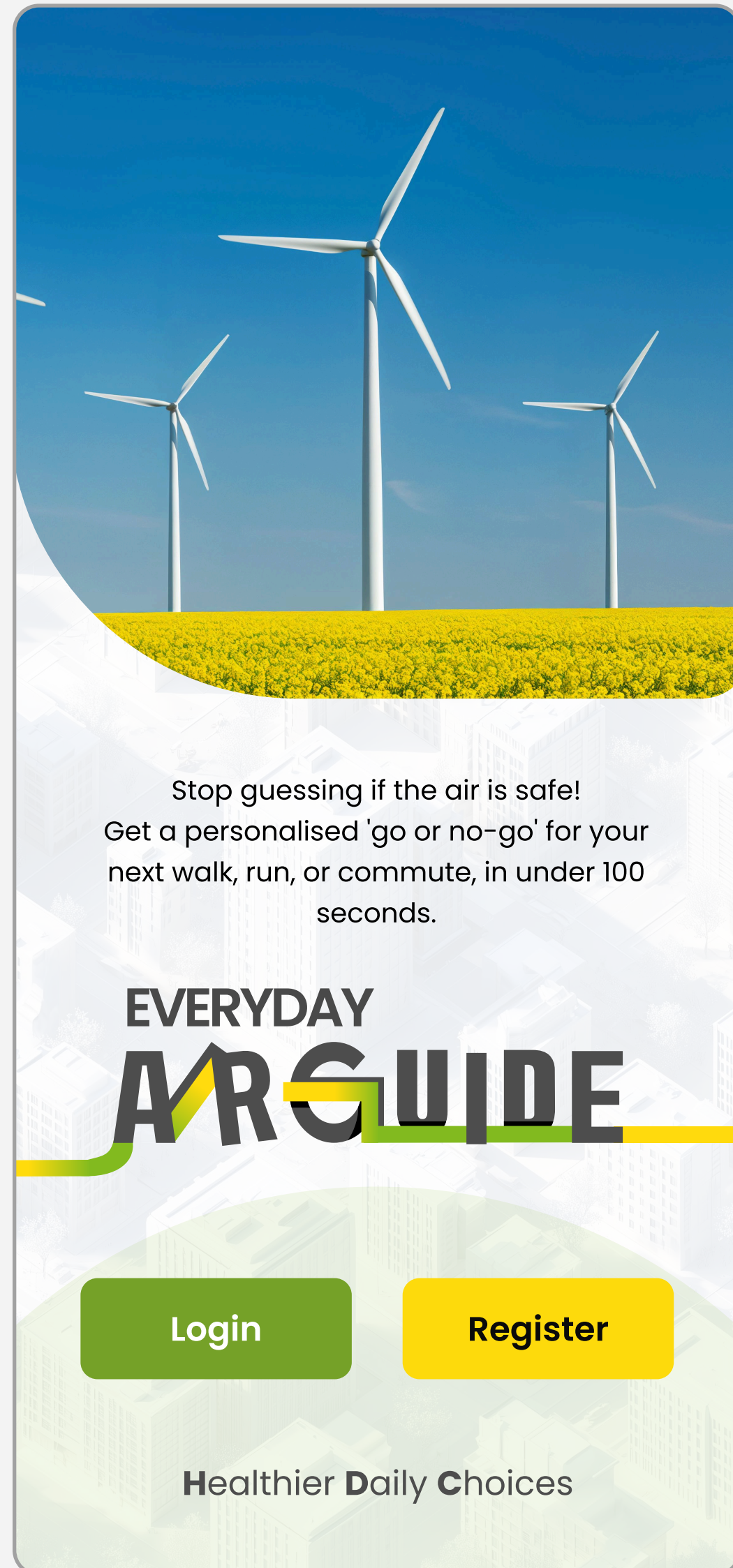
What was done

- Academic research
- Market Research
- UX Research
- CJM
- Empathy map
- UI Kit
- User Flow & Interaction Model
- High fidelity prototype

Everyday AirGuide app concept

3RD PLACE WINNER

Ammar Amir Chaudhary's projects



Project's core

Studio Discipline II: Advanced UX/UI Project

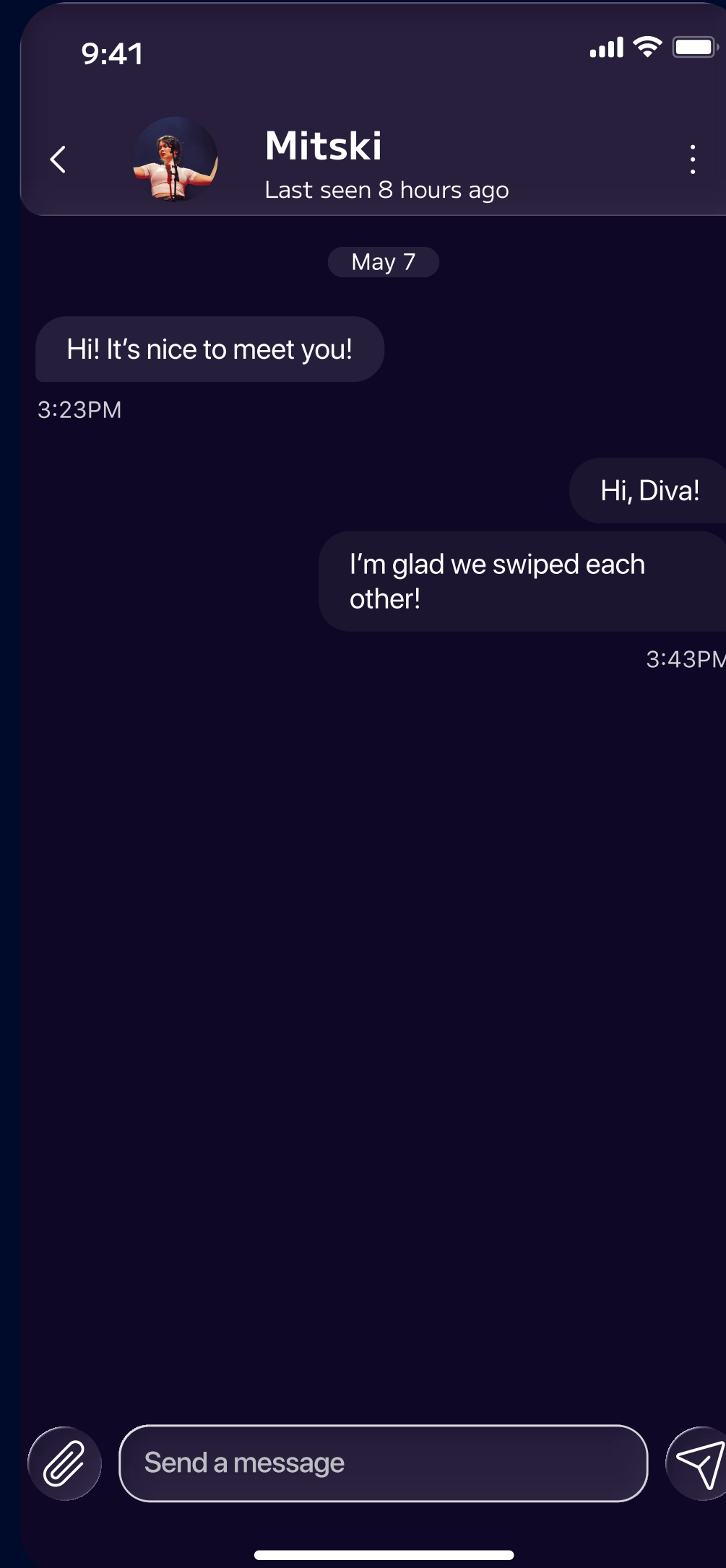
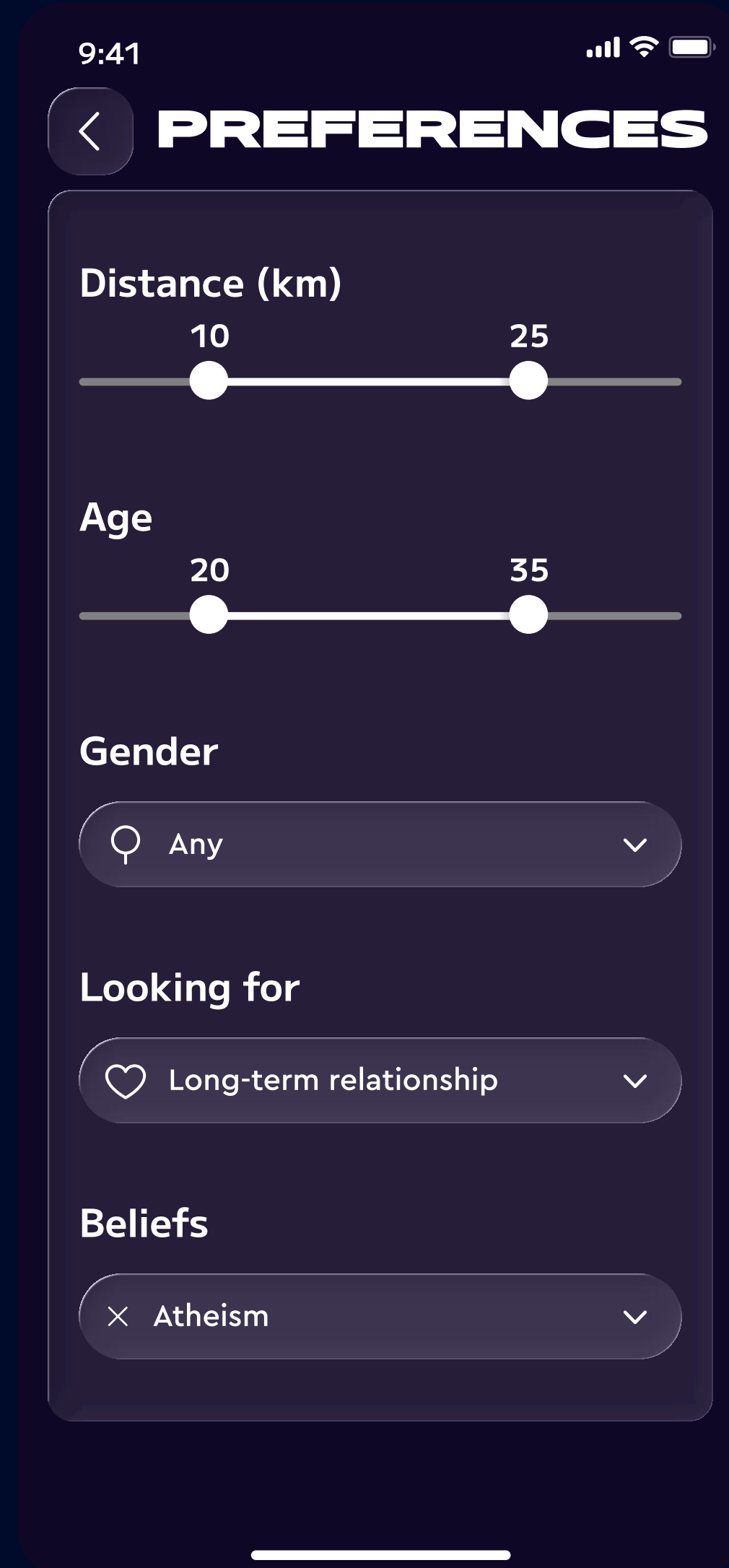
Goal: To design and build a minimalist mobile application that eliminates cognitive load in air quality assessment by converting complex environmental data into a single, personalized, and immediately understandable safety verdict.

What was done

- Academic research
- Market Research
- Key features
- User Personas
- User Flow
- Low/Mid-Fidelity Wireframes
- High-Fidelity Key Screens

Clocked: dating app concept

Kuksyuk Maxim's projects



Project's core

Studio Discipline I: Foundation Project

Goal: Create a dating app with penalty system for ghosting and focus on more honest and direct communication

What was done

- Academic research
- UX Research
- Market Research
- Target audience & User Personas
- User flow
- UI Kit
- High fidelity prototype

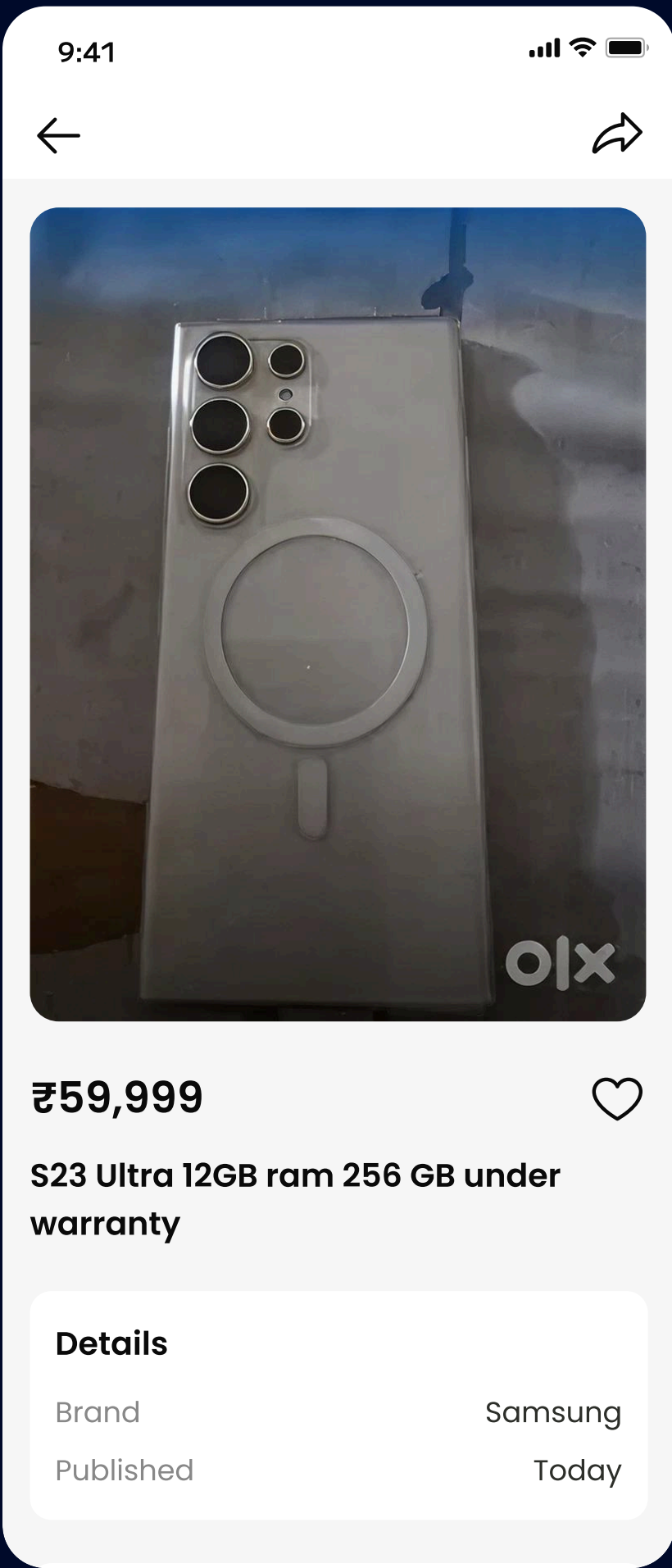
UI-Eye (48 Minutes Challenge)

1ST PLACE WINNER

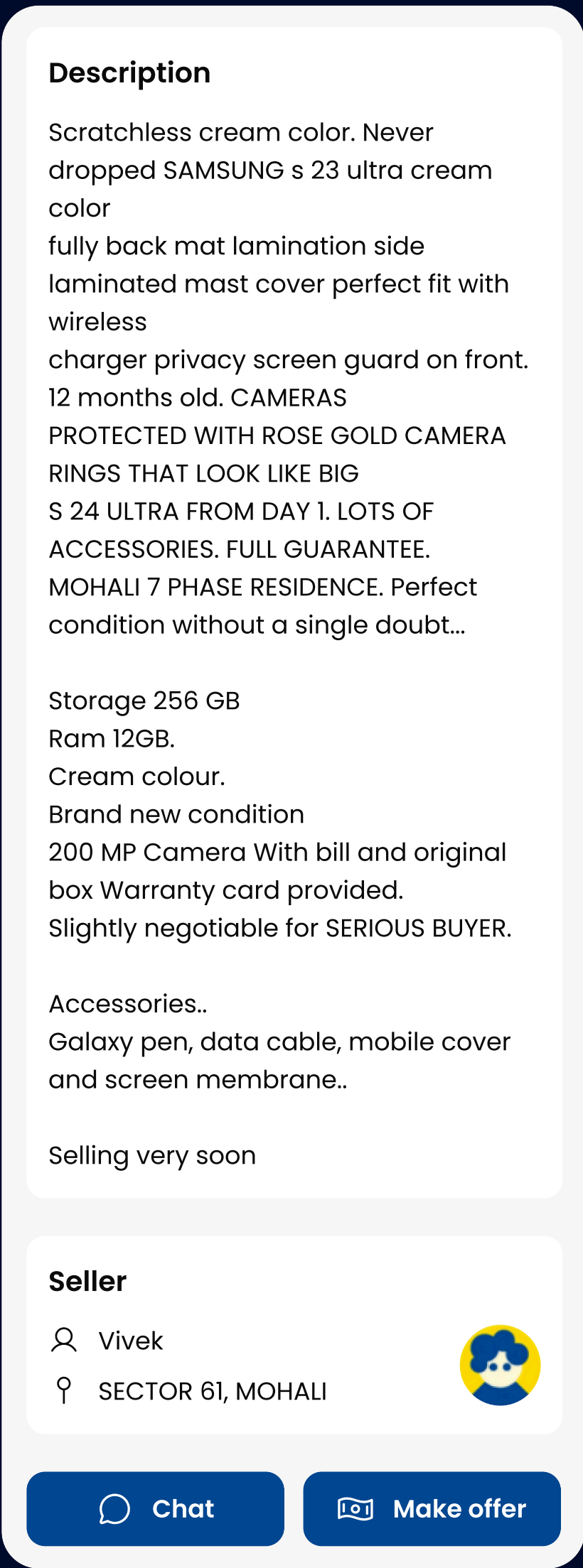
Kuksyuk Maxim's projects



Before



After



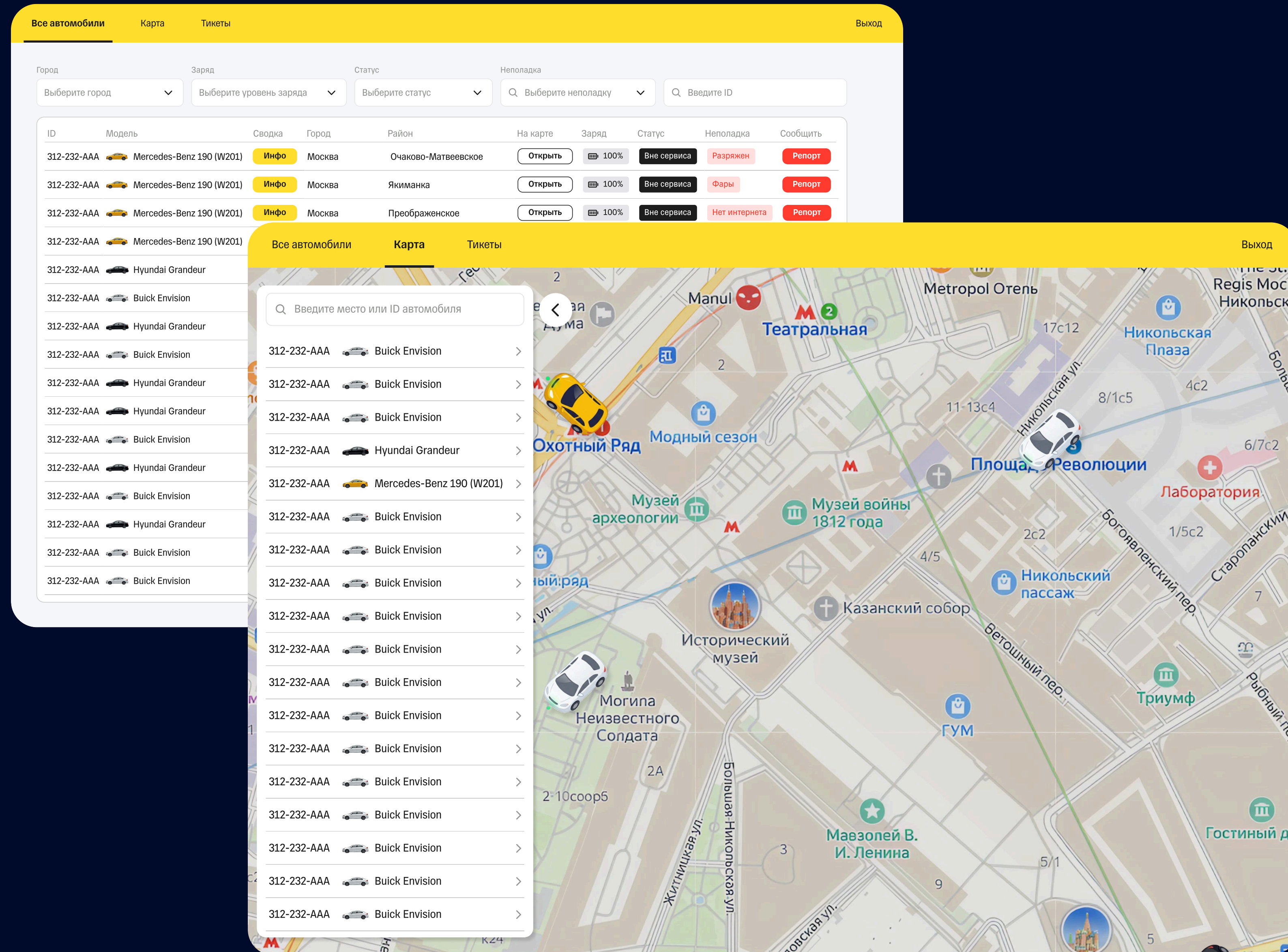
Project's core

GO48 UI/UX Challenge

Goal: improve the visual presentation and clarity of the given screen

Driverless Taxi Monitoring System for T-Bank

Kuksyuk Maxim's projects



Project's core

Test Task for T-Bank

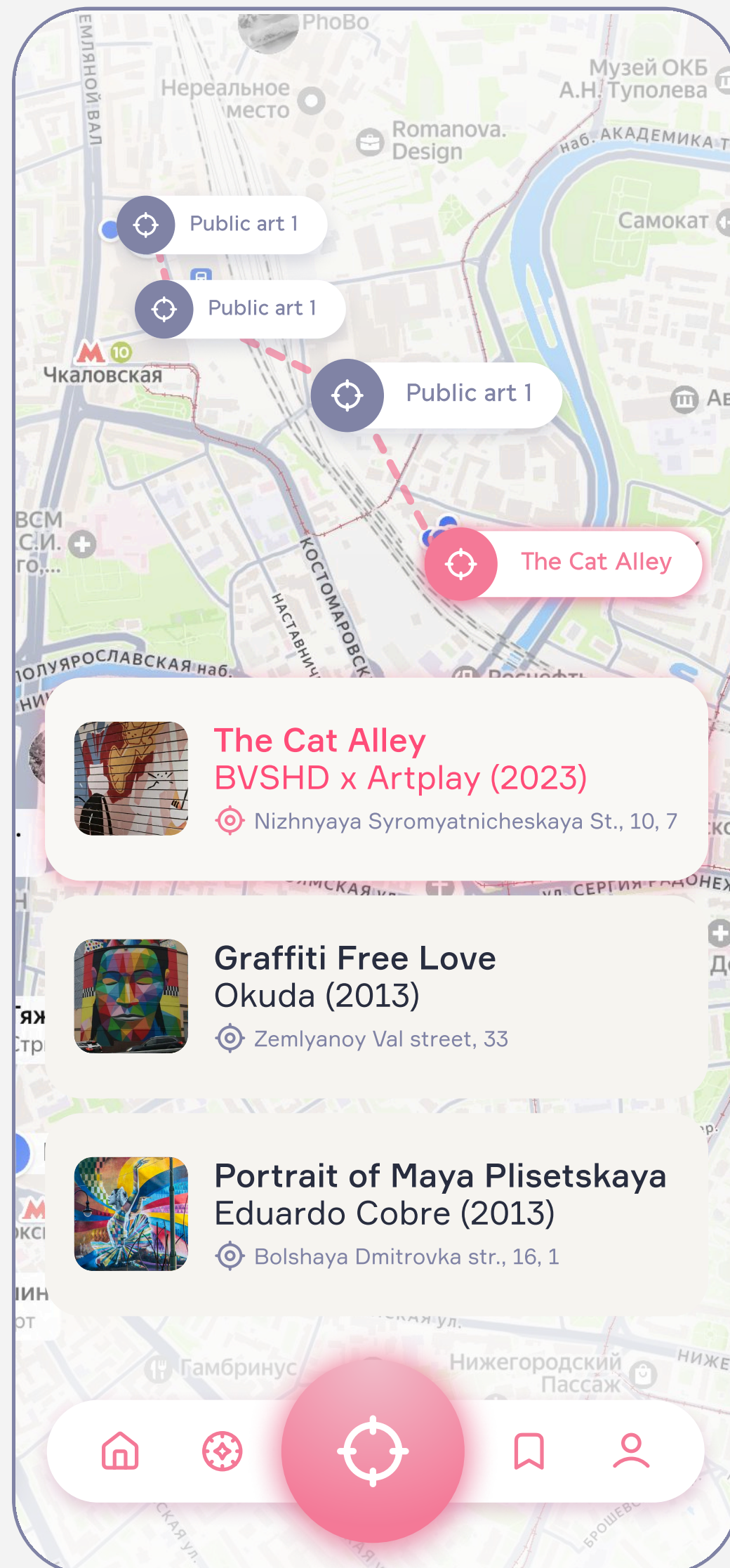
Goal: Analyse a given problem and create a functional prototype with user-flows in mind

What was done

- Create hypotheses on target audience and possible tasks
- Create design system and assets
- Build a prototype with possible use case scenarios

Almanac: interactive map app concept

Ryumina Ekaterina's projects



Project's core

Studio Discipline I: Foundation Project

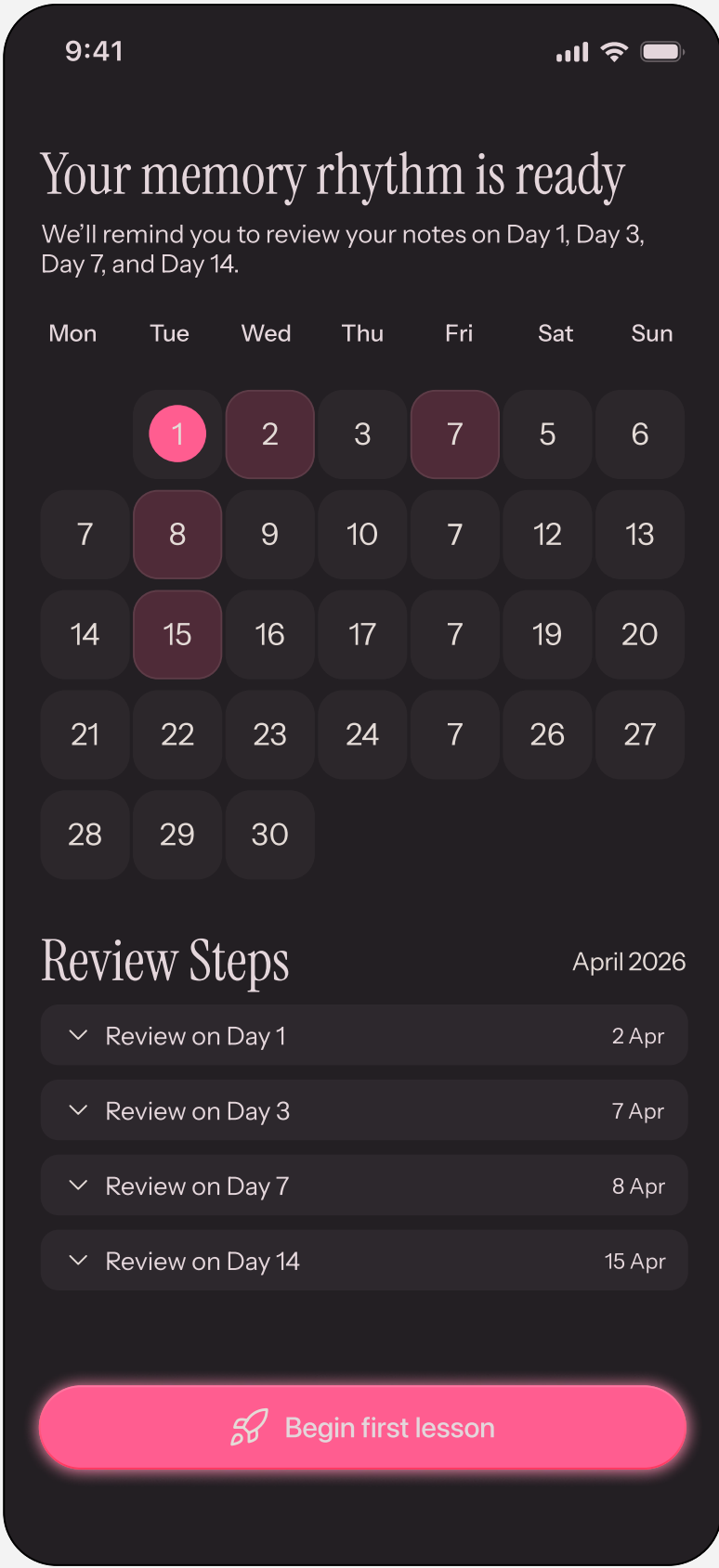
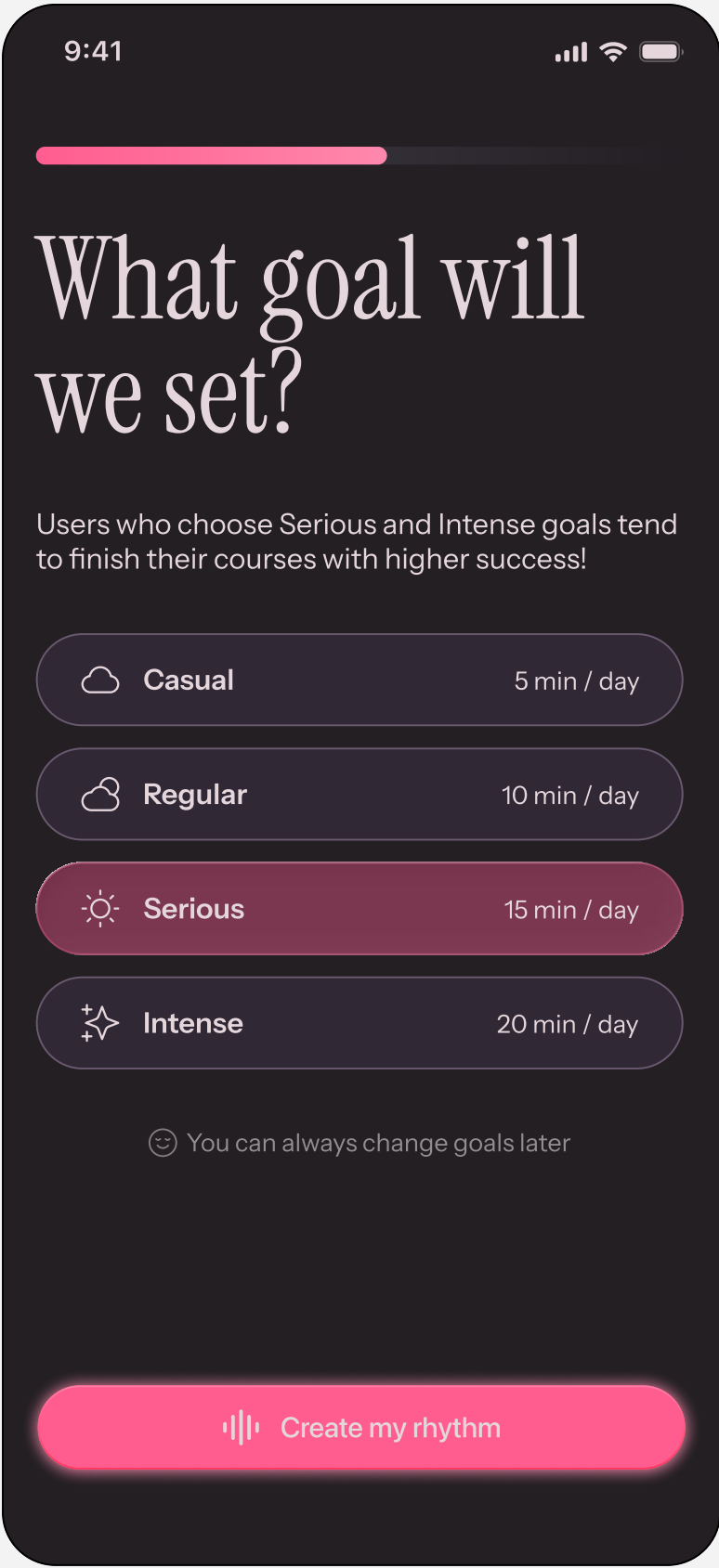
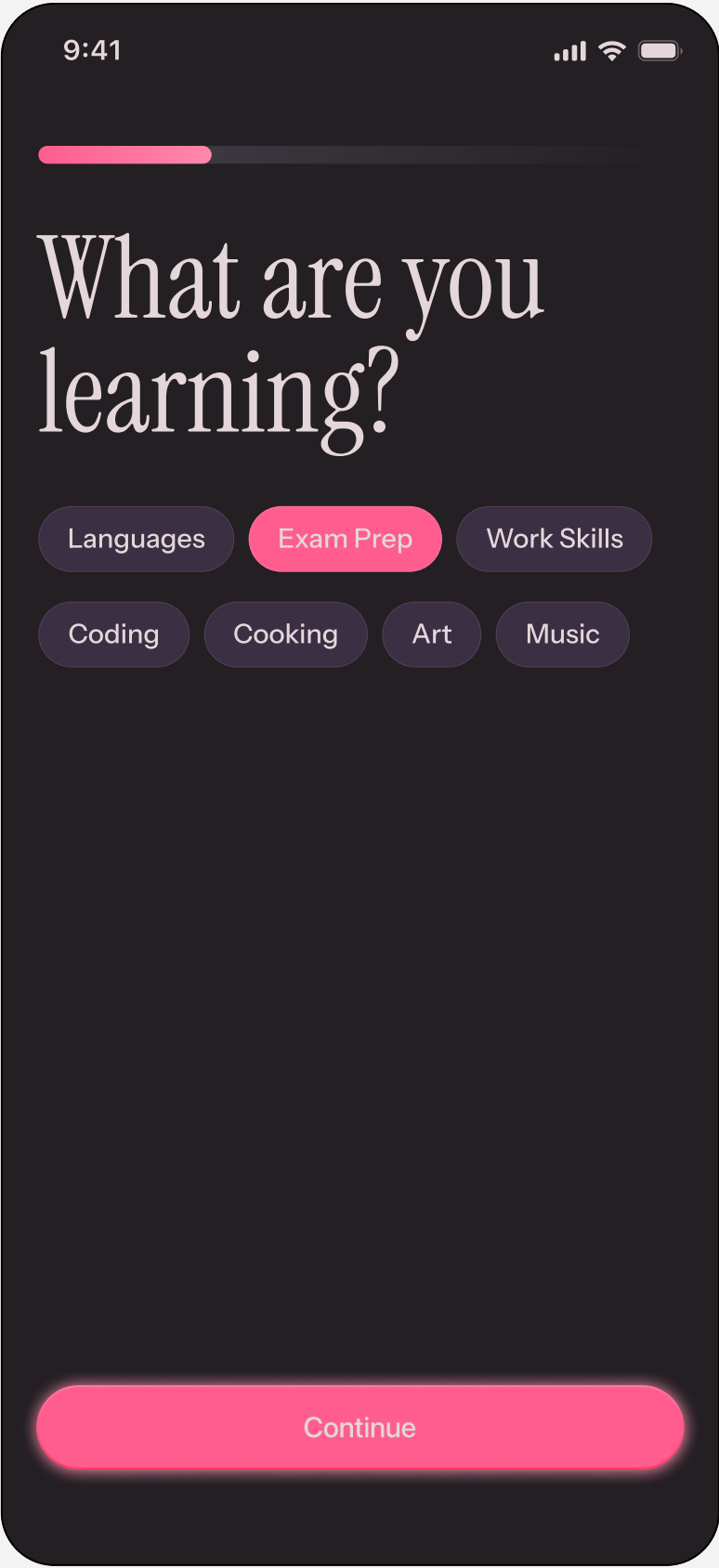
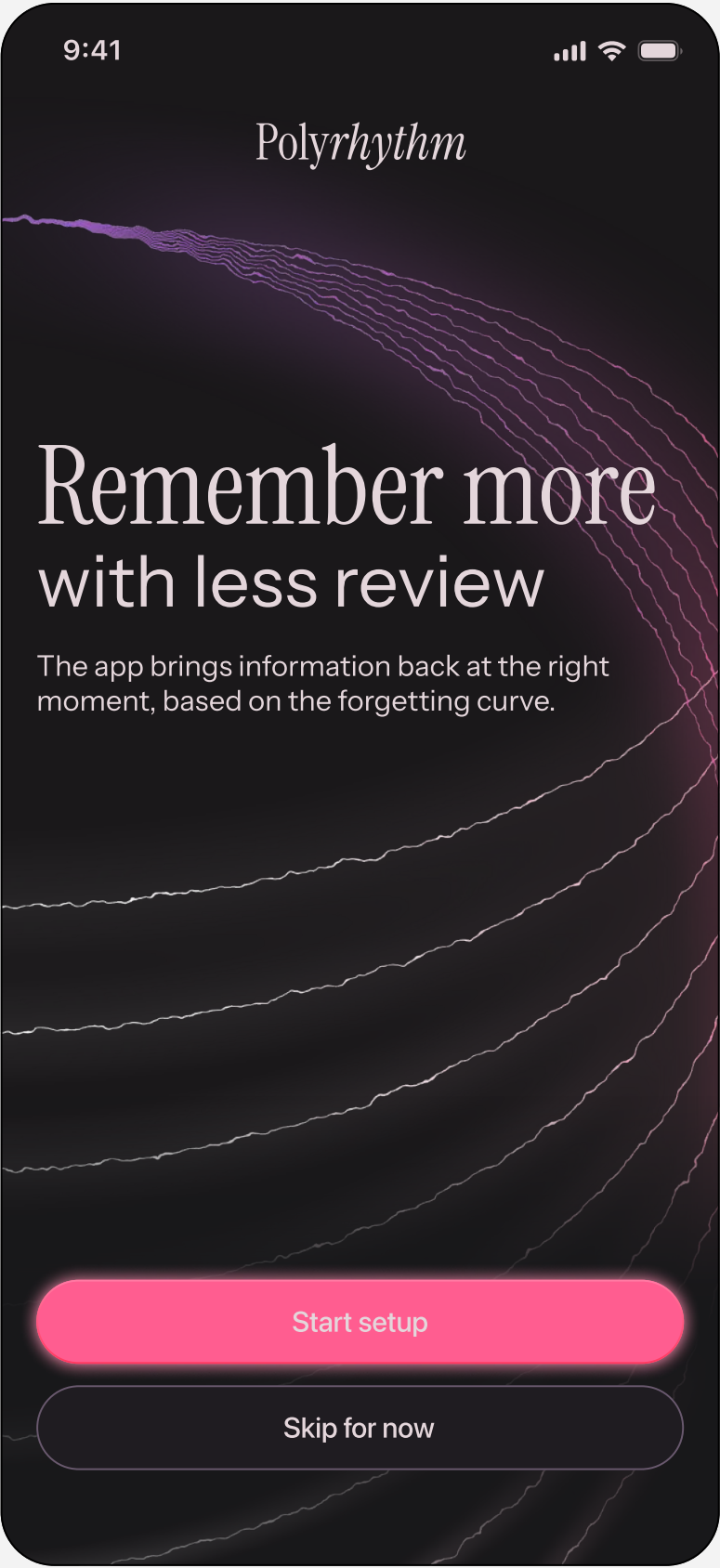
Goal: Create an interactive urban art discovery platform designed to connect users with public art, murals, graffiti, and street art scattered across their city.

What was done

- Academic research
- Market Research
- UX Research
- Target audience & User Personas
- Branding & UI Kit
- Accessibility & Contrast Testing
- Low-Fidelity Wireframes
- High-Fidelity Prototype

Polyrhythm: learning app concept

Ryumina Ekaterina's projects



Project's core

Studio Discipline II: Advanced UX/UI Project

Goal: Create a learning app built on the science of memory.

What was done

- Academic research
- Market Research
- Target audience & User Personas
- Core features
- Low-Fidelity Wireframes
- High-Fidelity Prototype
- Onboarding flow

RE:COMMONS: Visual Identity & System Concept

Ryumina Ekaterina's projects



Raisin Black

HEX: 1C222E

Delft Blue

HEX: 334262

Periwinkle

HEX: C0D7FB

Pale Wood

HEX: C4AEA8

Isabelline

HEX: F0E9E5

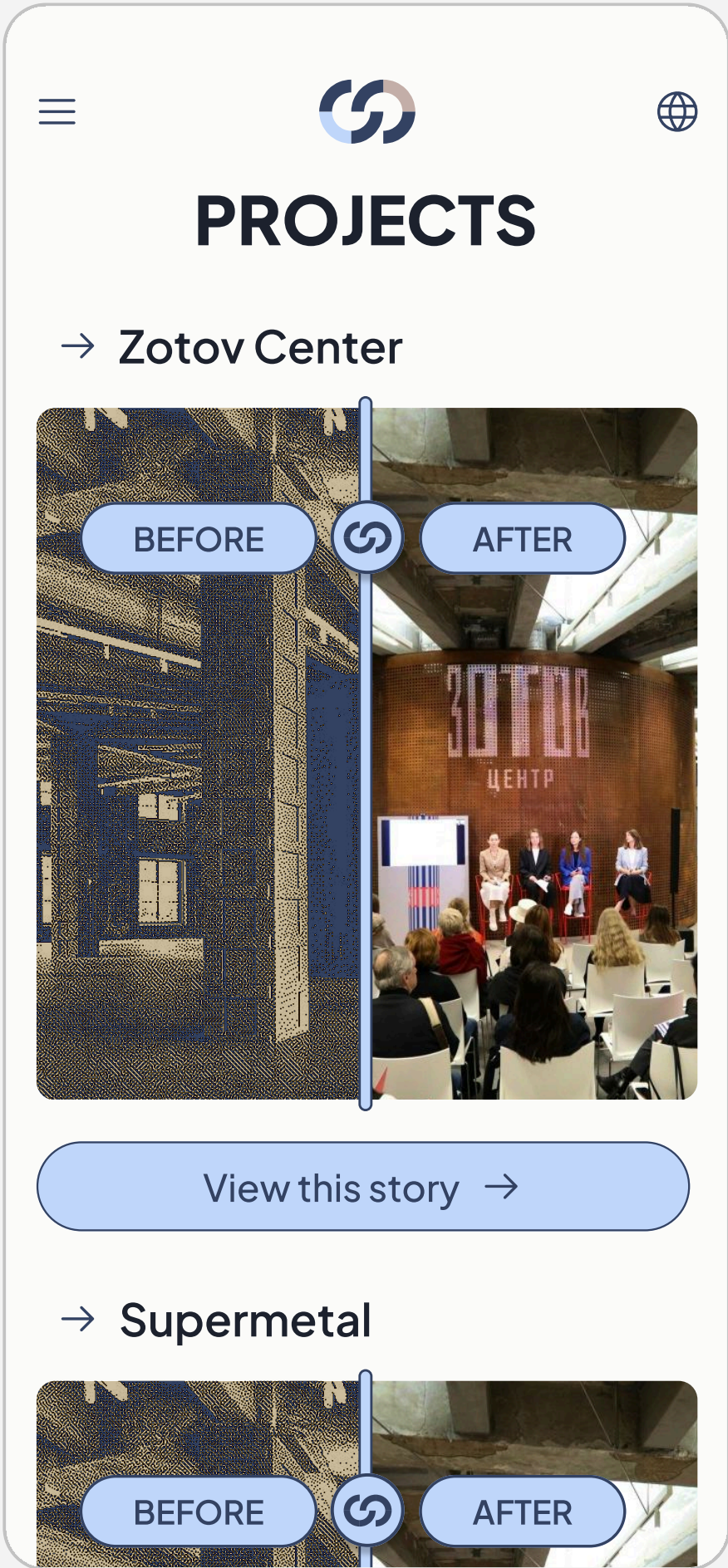
Plus Jakarta Sans

Sans Serif

Geometric

Business

Calm



Project's core

Visual Design Fundamentals

Goal: Create a visual Identity & design system concept

What was done

- Color theory & palette construction
- Typography hierarchy
- Composition, grid usage, spacing systems
- Accessibility & Contrast Testing
- Governance
- UI Demo