

selected projects

by Oleg Shilin

all projects are done by me
or under my art-direction

Finconsult

Finconsult is a group of services that helps businesses take control of their finances.

I took part in creating product strategy and helping the founder figure out the market fit and launch strategy. After that, I led my team in creating a visual identity for the product.

As with other projects, I was a hands-on designer here as well, creating motion design for the videos, designing the interfaces, supervising the product development, and product strategy.

I also created a visual identity for this company and supervised ads and PR.

websites design

visual identity

motion design

design direction






 **finconsult**



**Get your
business
*under
control***

Money
loves to be counted

Learn how to manage your business finances in the course "Financial Literacy"

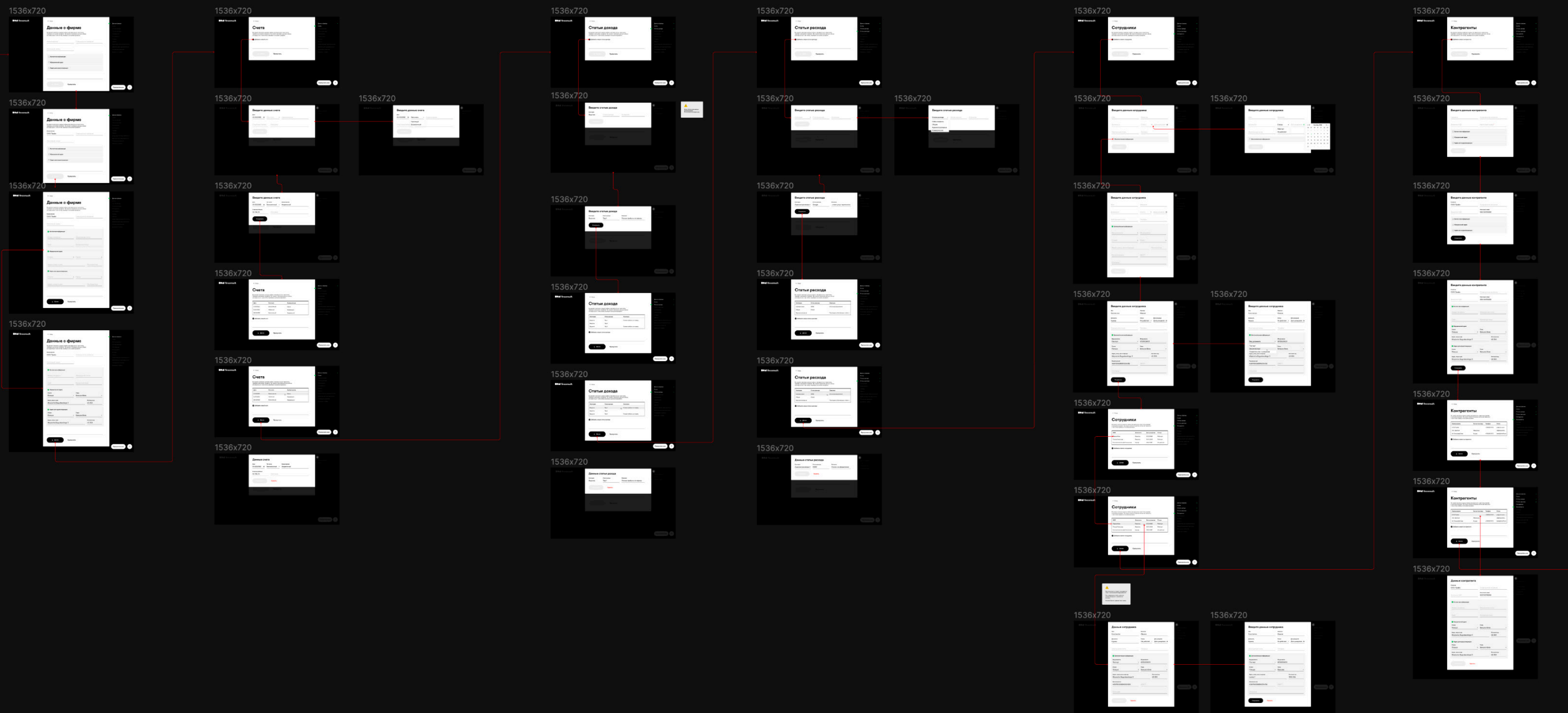




Watch intro on Vimeo [↗](#)



Extensive prototyping and planing preceded design process, but helped us deliver best UX decisions.





Accounts receivable

Current Change

Period: 6 months

	September	October	November	December 2021	January 2022	February
Current state	300,000	72,000	190,000	1,450,000	300,000	460,000
Debt to customers	1,340,000	3,100,000	820,000	200,000	4,000	25,000
Buyers advances	1,340,000	3,100,000	820,000	200,000	4,000	25,000
Debt to employees	1,340,000	3,100,000	820,000	200,000	4,000	25,000
Tax debt	1,340,000	3,100,000	820,000	200,000	4,000	25,000
Other accounts payable...	1,340,000	3,100,000	820,000	200,000	4,000	25,000

- Summary indicators
- Registers
- Reports
 - Flow of funds
 - Gains and losses report
 - Balance
 - Accounts receivable**
 - Accounts payable
 - Stocks
 - Fixed assets report
 - Credits and loans
 - VAT

Add ?

Accounts payable

Current Change

Period: 6 months

	September	October	November	December 2021	January 2022	February
At the beginning	300,000	72,000	190,000	1,450,000	300,000	460,000
Change over period	300,000	72,000	190,000	1,450,000	300,000	460,000
Debt to customers	1,340,000	3,100,000	820,000	200,000	4,000	25,000
Contractor 1	300,000	300,000	300,000	300,000	300,000	300,000
Contractor 2	9,300,300	9,300,000	9,300,000	9,300,000	9,300,000	9,300,000
Contractor 3	450,000	450,000	450,000	450,000	450,000	450,000
Contractor 4	12,000	12,000	12,000	12,000	12,000	12,000
Buyers advances	1,340,000	3,100,000	820,000	200,000	4,000	25,000
Debt to employees	1,340,000	3,100,000	820,000	200,000	4,000	25,000

- Summary indicators
- Registers
- Reports
 - Flow of funds
 - Gains and losses report
 - Balance
 - Accounts receivable**
 - Accounts payable
 - Stocks
 - Fixed assets report
 - Credits and loans
 - VAT

Add ?

Warehouse stocks

Warehouse: all Name: name 8

item in stock 8
product name 82
denomination 87

Stock	Name	Quantity	Units	Price	Sum	
Warehouse 1	Name 1	300	PC.	300,000	300,000	<input checked="" type="checkbox"/>
	Name 2	9,600	PC.	9,300,000	9,300,000	<input type="checkbox"/>
	Name 3	450	pack.	450,000	450,000	<input type="checkbox"/>
Warehouse 2	Name 4	12	PC.	12,000	12,000	<input checked="" type="checkbox"/>
Warehouse 3	Name 5	88	pack.	882,000	882,000	<input type="checkbox"/>

New Arrivals **10,460,000**

Accept Reject

confirm the presence positions and add them to the report

- Summary indicators
- Registers
- Reports
 - Flow of funds
 - Gains and losses report
 - Balance
 - Accounts receivable**
 - Accounts payable
 - Stocks
 - Fixed assets report
 - Credits and loans
 - VAT

Add ?



§1 FINANCIAL MODELING

Financial modeling

How to digitize and predict a business model

Watch 9:32

§1 Introduction — financial modelling FINANCIAL MODELLING

6:12 / 14:09

§1 Introduction — general concepts FINANCIAL MODELLING

Task

Fill in the fields below with data based on your business metrics.

Indicators	Amount
Assets	25,400
Equity	
Own funds	0
Undistributed profits	20,000
Dividends	0
Liabilities	
Credits and loans	5,000
Accounts payable	400
Balance discrepancy	4,000

Fill in the line "Equity" to align the values of Equity and Liabilities

§15 NEXT LESSON

Financial modelling — overall structure

Entrepreneurship and success, how to invest in your business, business management



Continue

business. The structure of the balance sheet is assets and liabilities.

Profit and Loss Statement


Measure	Amount
Revenue	
Total revenues	57,000
Sold Apple phones	2,000
Sold Samsung phones	2,000
Phone repairs	10,000
Accessories	7,000
Expenses	
Cost price	27,000
Apple phone	9,000
Samsung phone	10,000
Phone hourly wages	4,000




Foreword
FINANCIAL MODELLING


Foreword

Some may not like our approach, others may criticize it. But we are acting entrepreneurs, and we need results in the simplest and most understandable way. We have tried different models of financial management and building financial models in our own business.



Serhii Malysh

The author of the course, an entrepreneur, has implemented more than 300 financial models for different types of business.

Mistakes are OK

During the course, we will ask you to enter financial data from different categories. If this is your first practice, then difficulties are quite expected. If you do not know the exact value, then find the value that is closest to the truth. You can always return to previously filled data and correct them.

Course results

The result of the course will be formed financial model of your business. The last of the indicators will be the indicator of own funds. In dynamics, this indicator will show how successful your business model is.



Join the our entrepreneur community

Telegram

Join the Telegram group for students and graduates of the course, where you can discuss your questions and analyze cases with entrepreneurs.

Facebook

After completing the course, we ask you to write a review on the Facebook page. Feedback will help you understand topics that interest you in future courses.


FINANCIAL MODELLING


M Maria

Foreword

Introduction

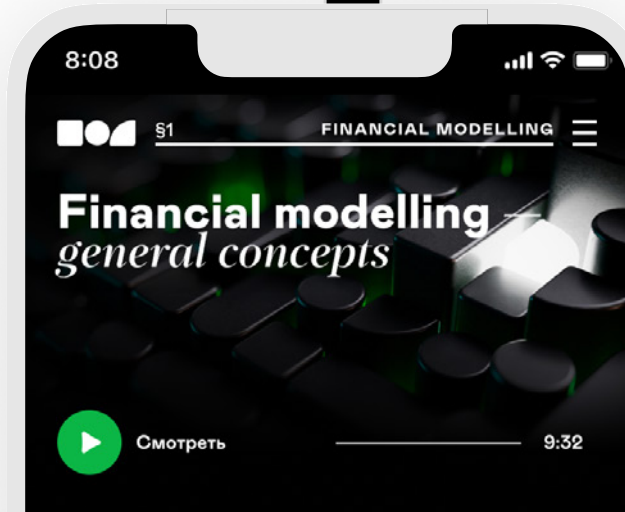
- §1 Introduction •
- §2 Financial modelling — *general concepts* •
- §3 Financial modelling •

Management policy and rules

- §4 Management policy or rules — *introduction* •
- §5 Management policy or rules — *methods* •
- §6 Management policy or rules — *categories and articles* •

Financial modelling

- §7 Revenue •
- §8 Cost price •
- §9 General expenses •
- §10 Administrative expenses 🔒
- §11 Selling expenses 🔒



To avoid chaos in business, financial accounting was invented and created.

Financial accounting is a tool for collecting, processing and displaying information in three main reports that allows you to effectively manage your business.

Collection is when all financial transactions are included in the accounting, in their category and under a certain article.

Categories are permanent components of financial accounting. We form articles according to our business model when building management rules.

Creamscan

Creamscan aims to help people better understand cosmetic functions by science-based ingredients analysis. Unique algorithms and user reviews help find the best routine for any type of skin.

I was an art director and product designer, creating visual style, designing the product from the ground up in tight cooperation with the founders, developing the best user experience for the product, and overseeing a team of designers.

website design

interactive design

design direction

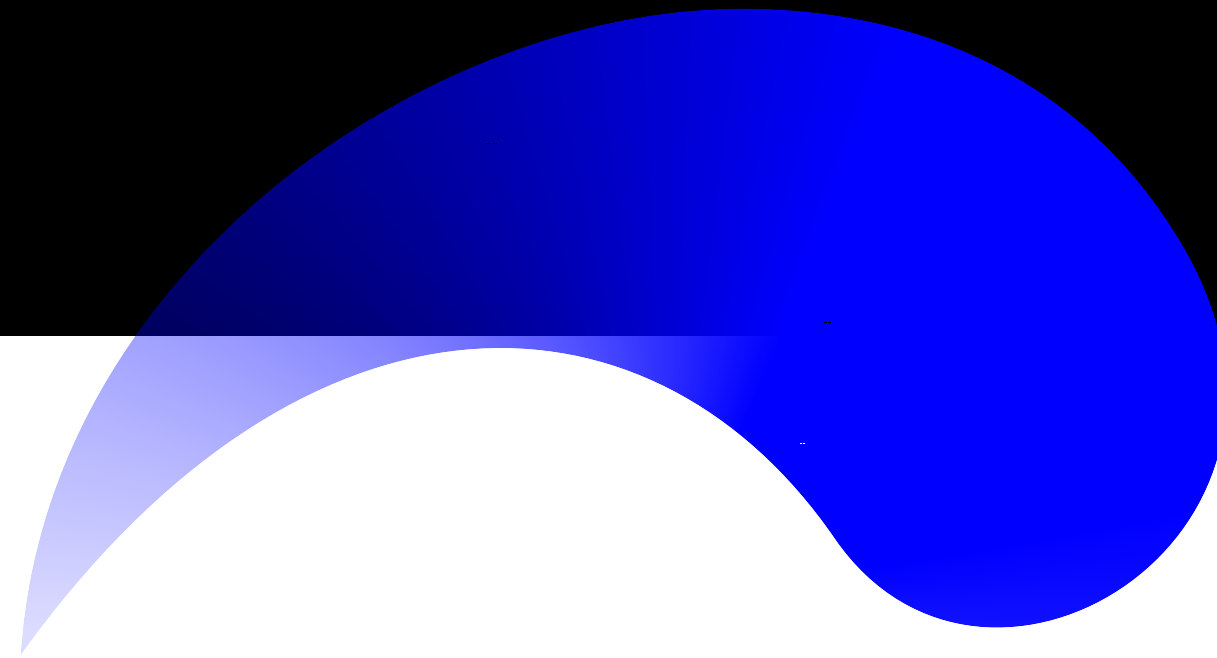


Creamscan

visual identity



Smudge is half-transparent
so it blends well with any
background.






creamscan Products Scan Routines Our science Blog 3 5

Products / Face Care / Serum Add to My routine Compare Save

Clinique

Smart Clinical™ MD Multi-Dimensional Age Transformer Duo Resculpt + Revolumize



8.1 / 10
Is it right for me?

Moisturizing
9.2 Humectancy
3.8 Occlusivity

Rich In Antioxidants

Buy on Amazon

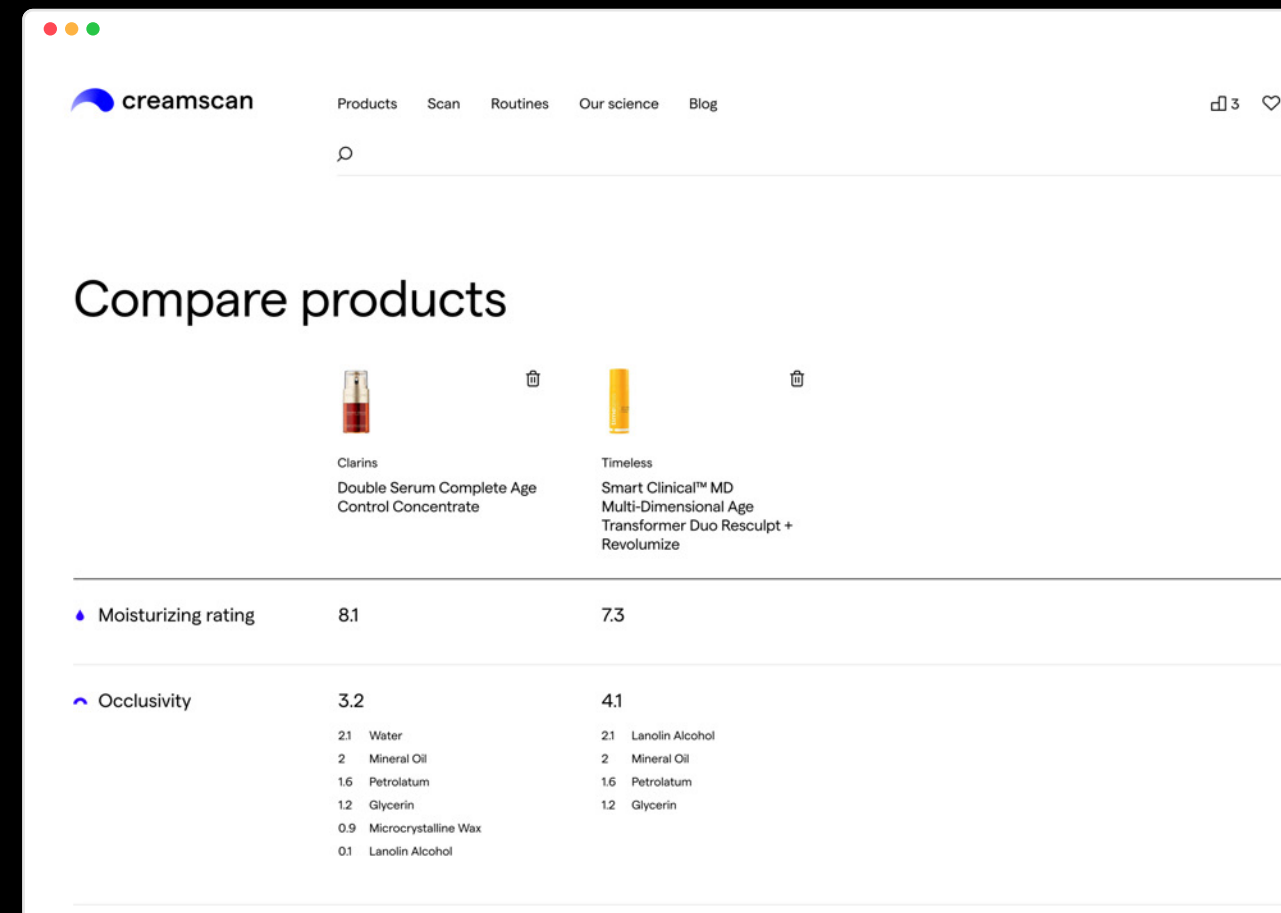
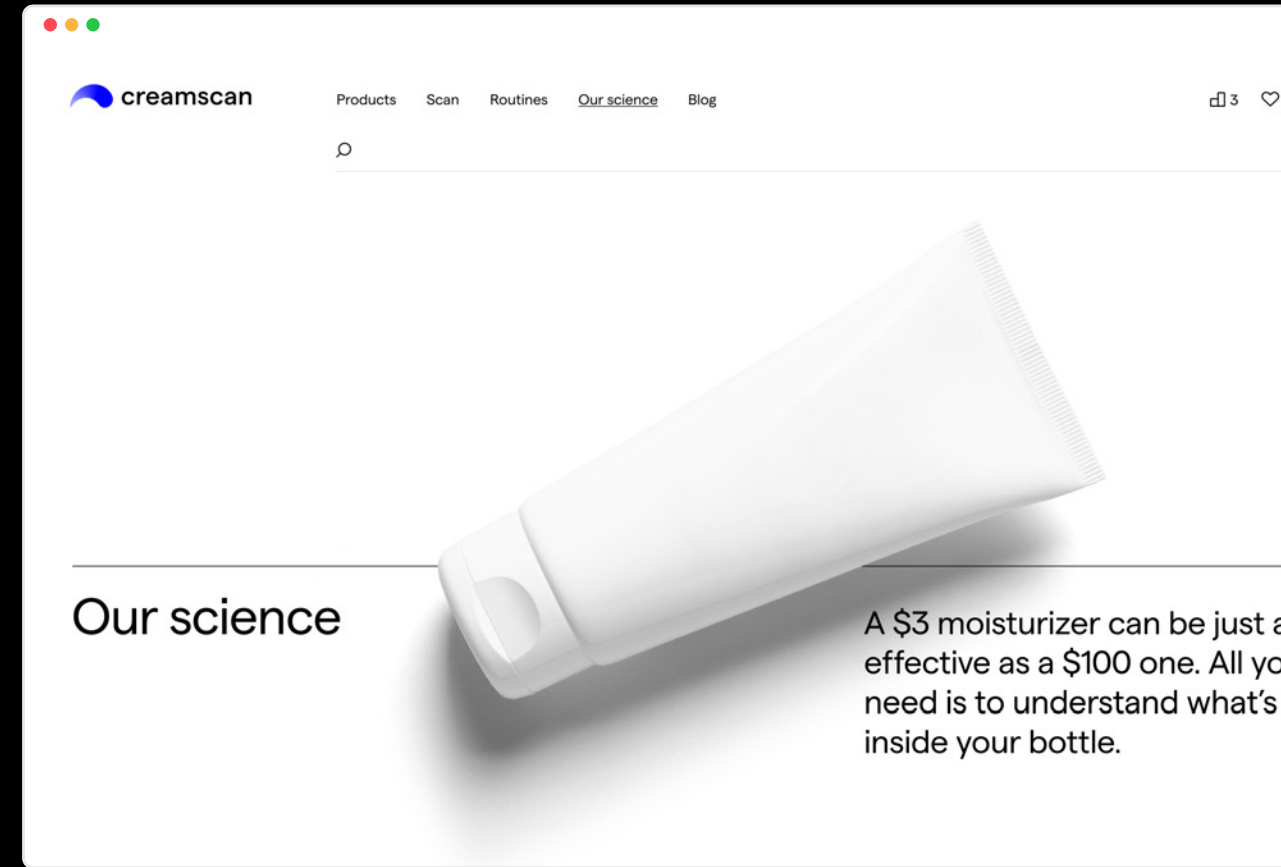
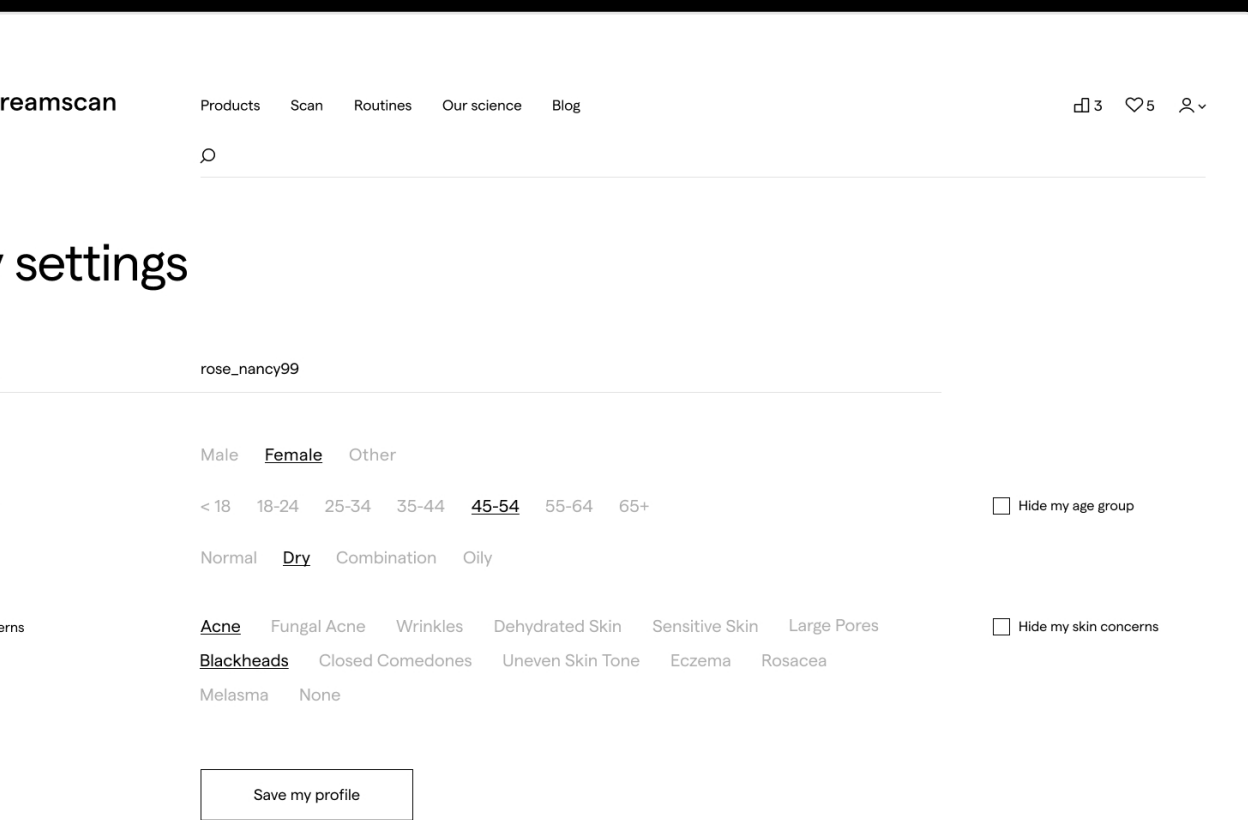
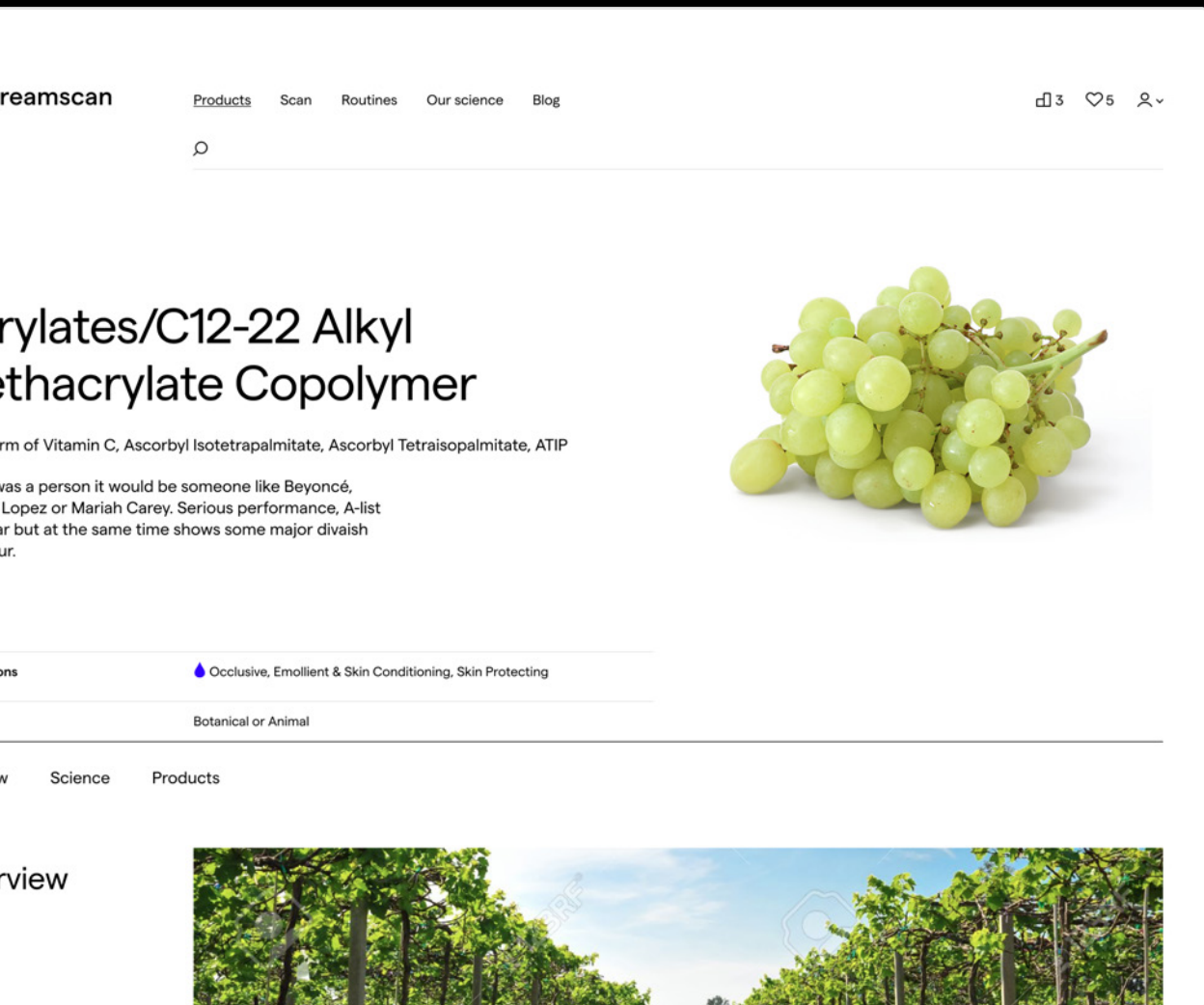
Overview Ingredients Ingredients details Reviews²¹ Similar products

Overview

How moisturizing is it? CeraVe Moisturizing Lotion has a high moisturizing rating: 6.8 out of 10.

Is it a more humectant or occlusive moisturizer? Based on our algorithms, we suggest it is very high in humectants (9.3 out of 10) and it contains a fair number of occlusives (4.3 out of 10). This means that CeraVe Moisturizing Lotion is a

Is it enough for me?



Foodzy

Foodzy is a grocery delivery service. We were responsible for designing visual identity, apps, and web services.

The most interesting part of this project was to create recognizable branding while maintaining simplicity and ease of use in different mediums.

I led designing client app, and full spectrum of the backend services.

websites design

mobile design

visual identity





foodzy

food

delivery

from

local

stores

right

away

Your only
delivery

app

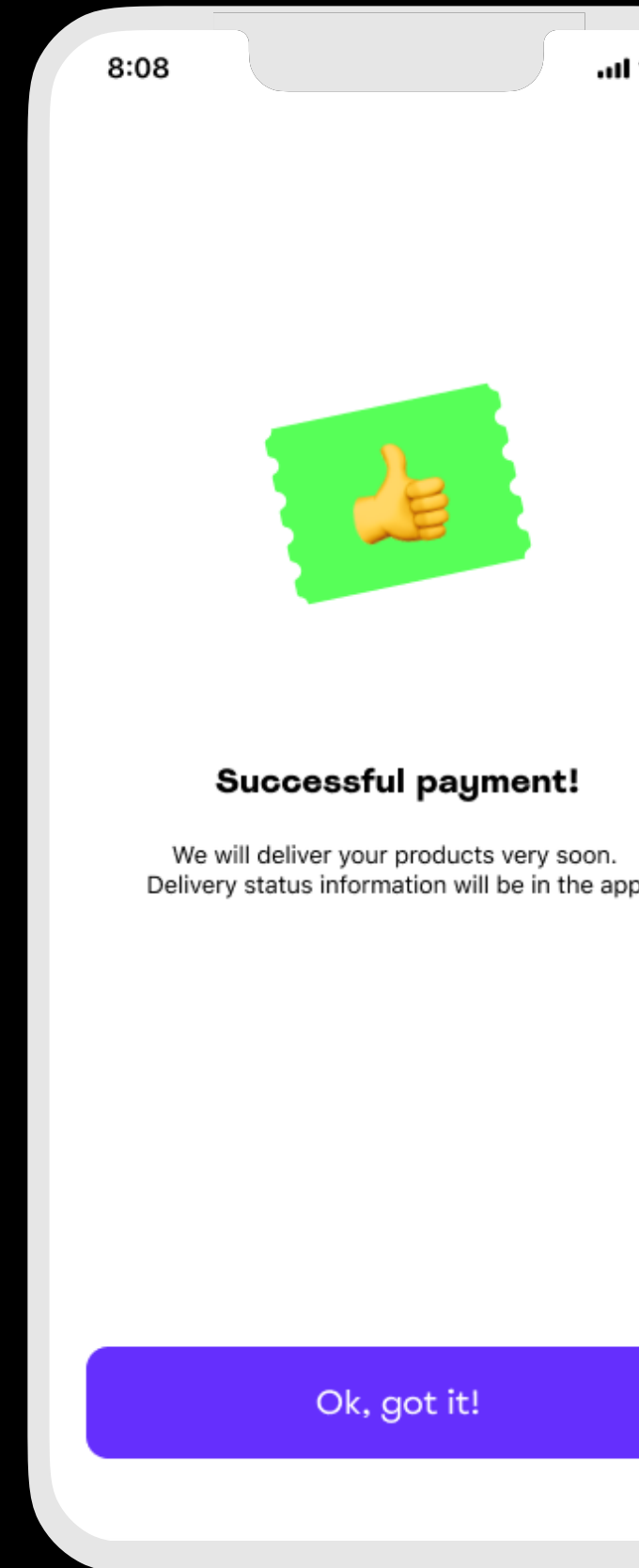
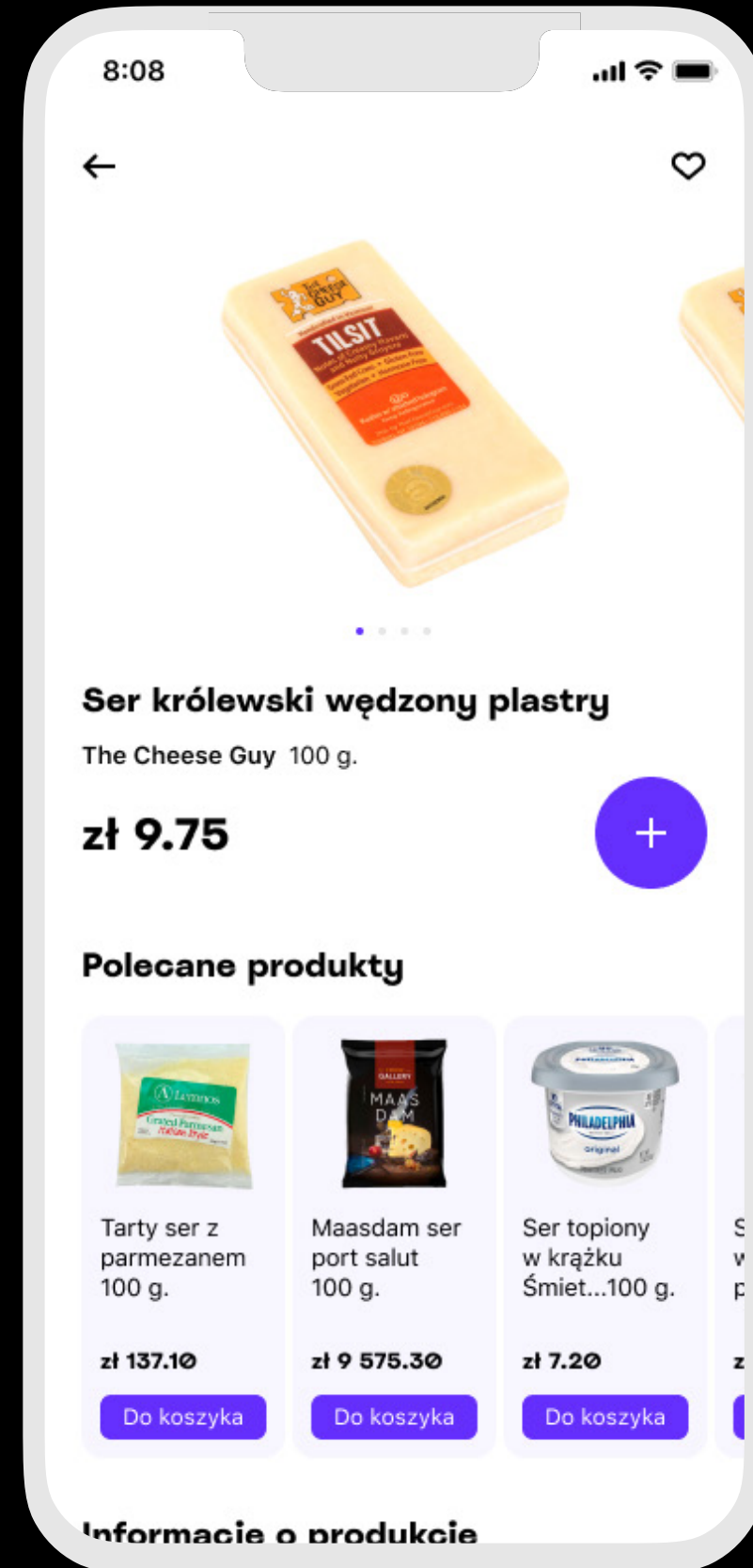
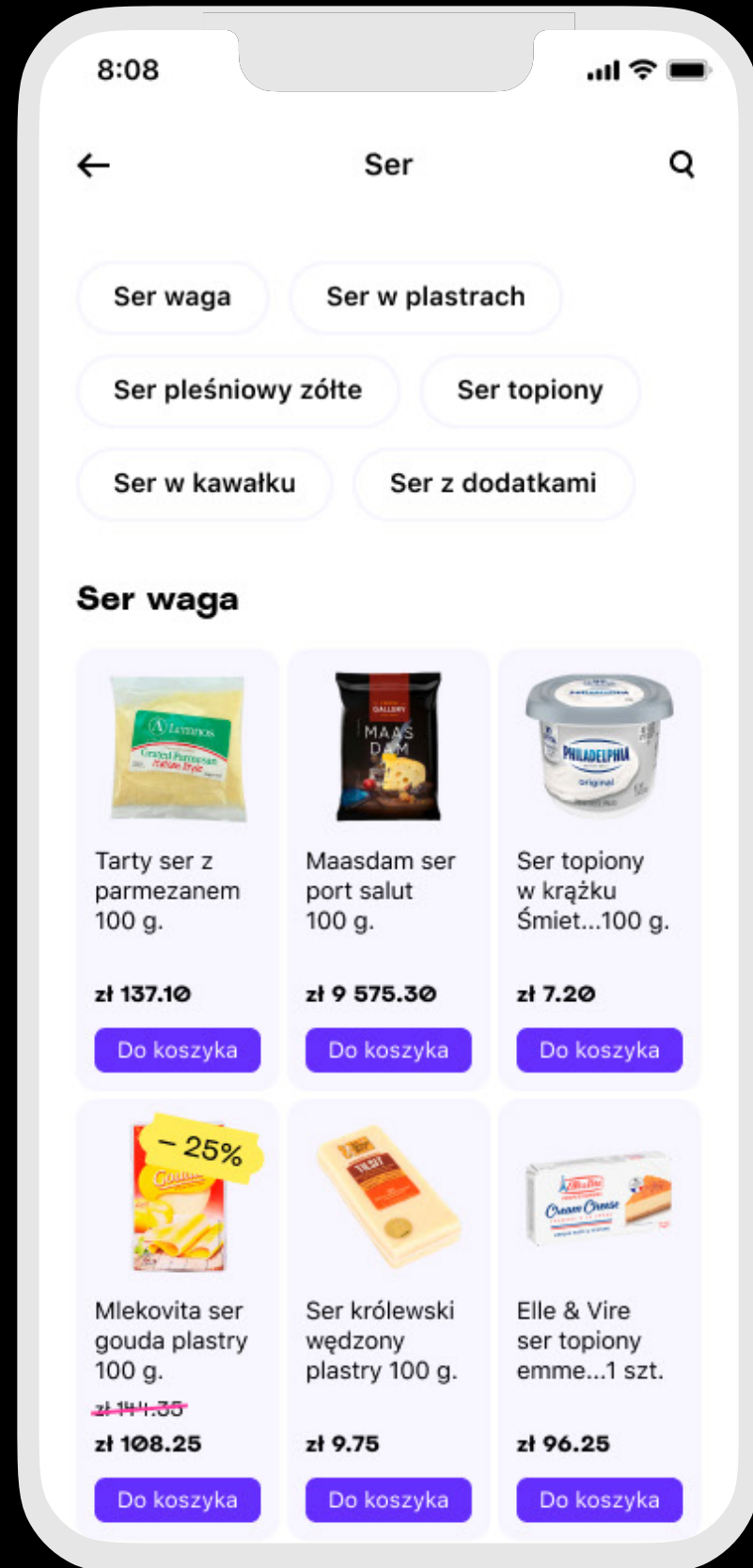
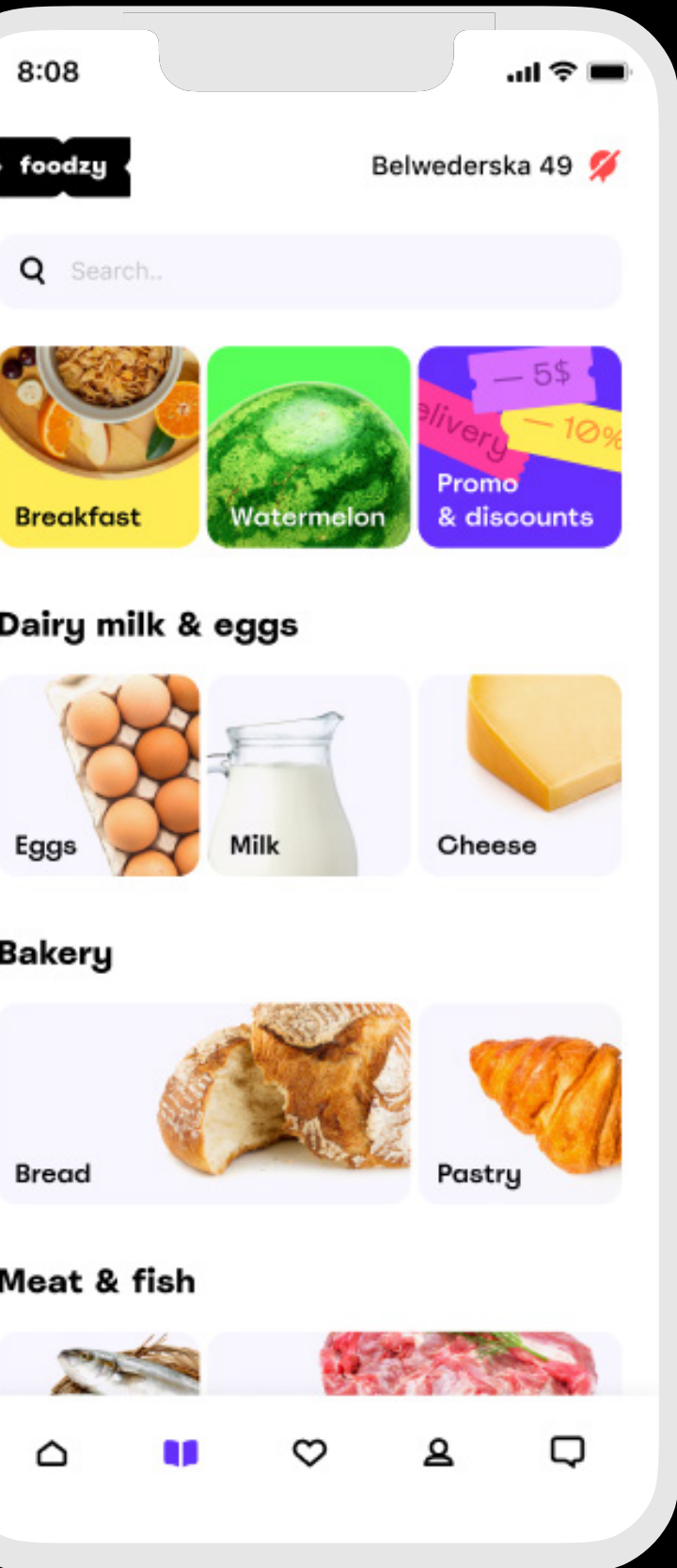
Fresh local
right in your
phone





As usual, complex projects involve a lot of planning and prototyping to make design work flawlessly.





Master Delivery

Master Delivery is a SaaS platform for last-mile delivery. Together with the HuskyJam team, we launched the MVP version of the product in just two and a half months. After that, we continued to work on the with the client.

website design

mobile design





9:41

You aren't on s

Today
Wednesday, December 10
The shift will start in 15 minutes

Hello!
Geolocation determined

Comment from merchant
The client was unhappy last time, you need to deliver the order as soon as possible

Today
Wednesday, December 10
Time to start your shift!

KFC
Time of arrival at the restaurant
9:41
Number of orders
3

Work address
Carousel
16/2 Petrova street

Don't forget on your shift
Check your inventory before le
your shift.

- Delivery bag
- Vehicle
- Redemption card for orders

Order 7123
Address
Quellijnstraat 42II

Apartment	Entrance	Intercom	Floor
67	1	67	5

Comment
Entrance to the arch from Marata street, then to the left, 2nd entrance

Start shift

Order list

Strips	x1
Burger	x2
Drink	x2

9:41

December 8-14
21 hours this week

Mon 8 Tue 9 **Wed 10** **Thu 14** Fri 12 Sat 13 Sun 14

Working day 11.5 hours ✓

Shift start 09:30 Shift end 21:00

9:00	10:00	20:00	20:30
10:30	11:00	21:00	21:30
11:30			

Copy to other days

Save shift

9:41

December 8-14
Shift schedule

Mon 8 Tue 9 **Wed 10** **Thu 11** Fri 12 Sat 13 Sun 14

Thursday, December 11

08:00 – 11:00

Work address
McDonald's
Leidsestraat 97

12:00 – 18:00

Work address
KFC
Admiraal Helfrichstraat 6A

Don't forget on your shift
Check your inventory before leaving for your shift.

- Delivery bag
- Vehicle



All couriers

Orders

COURIERS

- List
- Shift schedule
- SHIFTS
- Current
- Archive
- Forecast
- Map
- Reports

Full name City Type Phone number Courier status

- Laust Madsen
- Nis Dinesen
- Nick Degn
- Nick Eriksen
- Asbjørn Hougaard
- Lucas Jepsen
- Troels Vestergaard
- Casper Erichsen
- Boye Isaksen
- Johannes Olesen

Konstantinoplsky Veniamin Kazimagomedov

General Documents Schedule Tests Payment History

On shift

Konstantinoplsky Veniamin Kazimagomedov

+7 911 543-85-32

Petropavlovsk-Kamchatskiy, Central

Add a mentor

Select Cancel Save

Transport

Transport	Brand	Color	State number
Car	Toyota Camry 40	Silver	e123tt161

Current order #57498573948 Order is waiting for courier 01:59

KFC Sadovy

PICK UP until 15:00 DELIVERY until 16:00

[Order card →](#)

Assigned courier

Bertram Kirkegaard

+31 71 476 2209

• On the way for an order

Change courier

Kristoffer Hemmingsen

Save

Cancel



Forecast

Almaty Hot Pot

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
TOTAL																									
Alexander																									
European																									
3828																									
European																									
Highway Traffic																									
Oilmen																									
Oasis																									
Orange																									
Oilmen																									
Magnet Kogalym																									

FRI, 4:00-5:00 P.M
Walking 71,7
Driving 59,7
168,3

Shift plan for December 28, 2020

Confirm

Active Reserve

Almaty Pervomaisky district

Monday, 28.12.2020 Today

Courier name Start → End Work area Reserve

Alekseev Mikhail Pluzhnikov	3:00-22:00		
Sorotin Vasily Mikhailovich	3:00-22:00		
	3:00-22:00		
	3:00-22:00		
	3:00-22:00		
	3:00-22:00		
	3:00-22:00		
	3:00-22:00		
	3:00-22:00		
	3:00-22:00		

1 4 5 6 7 8 50 10/page

Map

Orders 2 Reset

Search

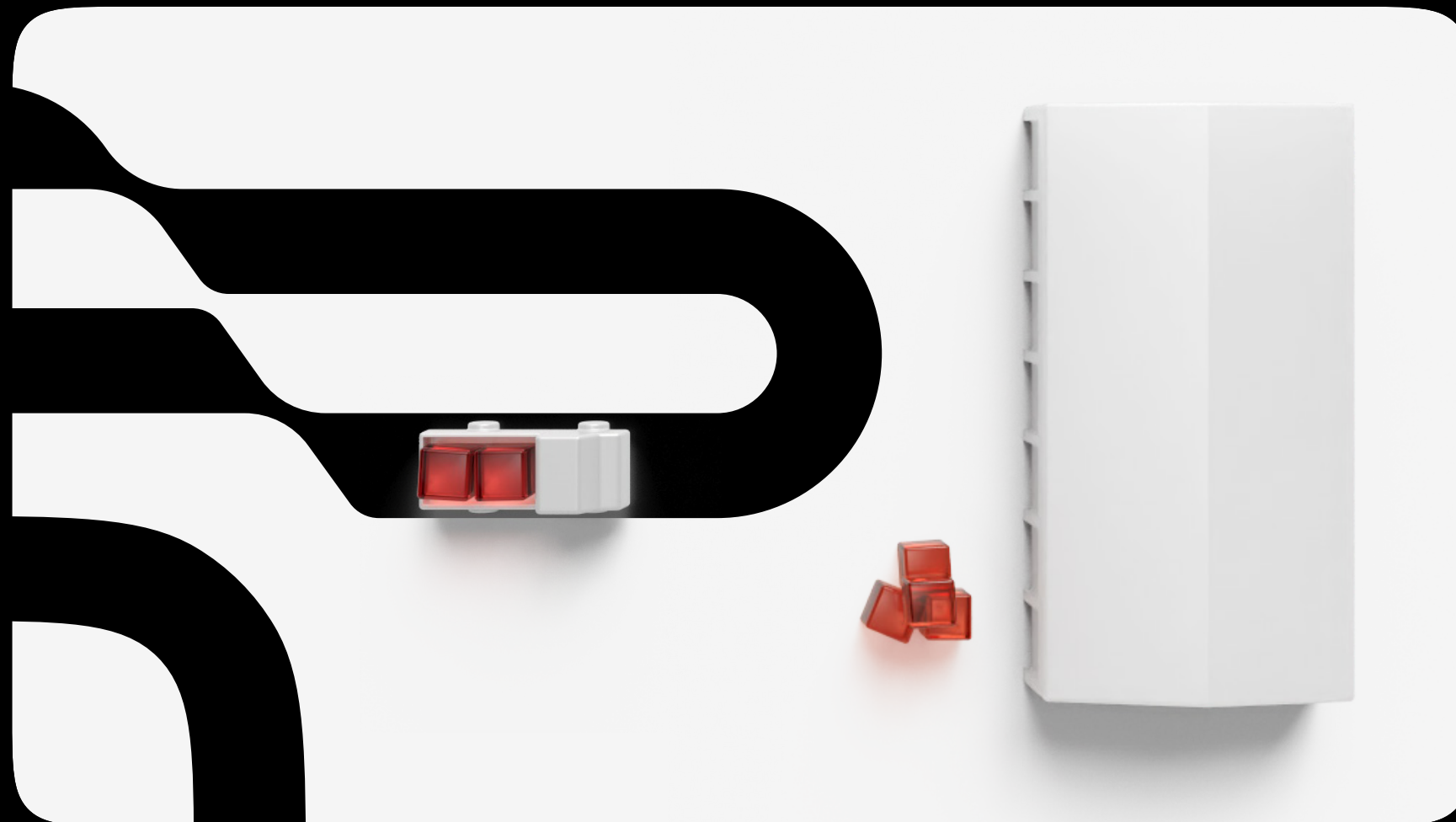
Order 57498573948	00:00:35
Courier on the way	
Order 96742437892	00:00:35
Courier on the way	
Order 4723723	00:00:35
Courier on the way	
Order 48729372726	00:00:35

Local time 23:49

Almaty



 storecloud



get in touch

let's make something great together

hey@olegshilin.com

[dribbble ↗](#)

[behance ↗](#)