

Vladimir K.

UI/UX designer

Experienced UI/UX designer with over 6 years of experience working on commercial projects. Strong in analyzing user pain, increases user engagement, conducts market research based on competitor data and market analytics. Keeps abreast of current trends in design and architecture.

English - B2

Polish - A1

Technology Stack

- Figma
- Illustrator
- Photoshop
- Figma Prototyping tools + Plugins
- After Effects (Icon's Animations)
- Google Analytics
- Spline 3D
- ChatGPT & MidJourney
- Maze - Testing Tool
- HTML
- CSS / SaSS animations
- IntelliJ IDE
- Bootstrap
- Angular
- Git / GitHub
- Ionic Framework
- Webflow

Work experience

PlaysDev.

UI/UX Designer, November 2023-present

Nozomi Health

UI/UX Designer, Lead Specialist, September 2022 - October 2023

Project 1. BabyNaps

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, FigJam, AI: ChatGPT & MidJourney, Maze - Testing Tool.

The BabyNaps app helps parents to monitor their children's sleep and regulate it to achieve their child's recommended sleep duration.

The partners already had a web app and a mobile sleep app, but asked for a redesign of the apps to increase user engagement.

The target audience was analyzed and, based on the findings, the current app was redesigned and new features were added.

Job Responsibilities:

- Work on a project in the role of Lead UX/UI Design;
- Analyzed current user issues in the application, and created custom user tests to better identify user needs and pains;
- UX Design;
- UI Design;
- Improved in-app navigation to match target audience patterns;
- Added improved illustrations.

Project 2: SUMU

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, Google Analytics, FigJam, AI: ChatGPT & MidJourney, Maze - Testing Tool, After Effects (Animations).

Project SUMU is a mobile application, the main task of which is to analyze the sports nutrition and well-being of users, based on which tips are generated that will help to achieve excellent health, improve health and increase longevity.

Job Responsibilities:

- Analyzed current user issues in the app, and created custom user tests to better identify user needs and pains;
- Design Improvements;
- Improving the navigation of the app;
- Created a game guide/character to gamify the app;
- Prototype testing.

Project 3. EVVA

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, FigJam, AI: ChatGPT & MidJourney, Maze - Testing Tool, After Effects (Animations).

EVVA” application helps users to remotely take care of their elderly relatives by enlisting outside help (in the form of other users) to create a team that will help their relatives.

The main idea and task on the project was: to analyze the current audience to identify the main problems and needs. It was necessary to create a design for comfortable use of the application.

Job Responsibilities:

- UX Design ((User Flow/User Parth Prototype);
- UI Design (Grid, 3 colors rule, 3 clicks rule, Clickable area);
- Prototype Testing;
- Improved in-app navigation according to target audience patterns;
- Created custom user tests to better identify user needs and pains.

Project 4: Moksha

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, FigJam, AI: ChatGPT & MidJourney, Maze - Testing Tool.

Moksha app is designed to calm you down in a stressful situation. The techniques used in the app are based on slowing down your breathing and triggering the parasympathetic nervous system.

Job Responsibilities:

- Created various characters to improve gamification and user engagement;
- UX Design (development of new modules, User Flow/User Parth Prototype);
- UI Design (design system development);
- Prototype Testing;
- Improved navigation in the app.

Project 5: Oberit

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, FigJam, AI: ChatGPT & MidJourney, Maze - Testing Tool.

The main goal of the Oberit app is to help users quit bad habits using simple neurobiological techniques designed to better manage stress, anxiety and unhealthy addictive behaviors through reward and motivation.

The main objectives on the project were:

- Increase user engagement
- Add new modules
- Integrate artificial intelligence technology
- Significantly redesign the app to better fit the gaming style.

Job Responsibilities:

- Identifying key user issues;
- Determining the direction of the redesign based on the business analyst's findings;
- Creating gamification logic;
- UI Design (development of design system, improvement of the previous one);
- Creation of new application modules (frames/prototypes) according to the terms of reference.

Project 6. Allbry

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, FigJam, AI: ChatGPT & MidJourney, Maze - Testing Tool.

An application for a telemedicine company that specializes in providing psychological care to young people.

The main problem is the current app does not scale, it lacks the power to support a large number of users. Also, low audience engagement due to outdated design and lack of some features.

Job Responsibilities:

- Redesigned the app navigation;
- Defined UserFlow and improved current design (Grid, 3 colors rule, 3 clicks rule);
- Increased user engagement;
- Prototype testing;
- Improved in-app navigation to match target audience patterns.

Project 7. ProgressMe

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, FigJam, Maze - Testing Tool, Google Analytics, After Effects (Animations).

The ProgressMe app project was created to provide information to people suffering from eating disorders. The app provides the necessary information to track users' health status.

The project had an existing MVP with an old design, as well as analytics on the main problems of the users. The main challenges were to improve the app's design and conversion rates, and to maintain the current level of diversity in thematic illustrations.

Job Responsibilities:

- Improving current illustrations;
- Adding simple navigation;
- Design improvements (Grid, Rule of 3 colors, Rule of 3 clicks);
- Adding navigation menu to footer and testing it;
- Adding improved illustrations;
- Creating gamification logic.

Andersen

UI/UX designer, June 2017 - August 2022

Project 1. Livlet

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, Google Analytics.

Livlet is a web-based home assistant that simplifies home interactions, improves home efficiency, saves money, and reduces carbon emissions to improve quality of life and property value.

Job Responsibilities:

- Researched the application's Google Analytics, which identified the underlying issues of low conversion rates;
- Created a new landing page based on Google Analytics results;
- Created a prototype and tested on target audience;
- Created a design system based on current branding, which accelerated mockup creation by 30%; this also eliminated visual issues of style inconsistencies;
- Created an improved registration process based on analytics, built a prototype and tested it;
- Created improved UX UI mockups of the app.

Project 2. Travy

Stack: Figma, Illustrator, Photoshop, Figma Prototyping tools + Plugins, AfterEffects (animations), Maze (testing tool).

Many people sometimes can not find company for various activities such as traveling, sports, games and so on. Especially for those who want to find a company or friends to have fun, this startup project Travy has been developed.

Job Responsibilities:

- Discussing with the customer his wishes and preparing the terms of reference;
- Development of application architecture and User flow;
- Creation of a user card template;
- Analyzing marketing research;
- Creation of UX logic;
- Development of UX frames and prototypes;
- Creation of design system;
- UX/UI changes based on feedback from users.

Project 3: EasyWallet

Stack: Figma, Figma Prototyping tools, Google analytic, Photoshop, Illustrator, HTML, CSS, SASS.

EasyWallet is a mobile application for crypto wallets. Many users are interested in cryptocurrency, but most of them stop because of complicated processes related to this sphere. The task of the app is to simplify all actions related to transferring cryptocurrency to users' wallets.

Job Responsibilities:

- Application architecture and User flow development;
- UI Design (Frames and Prototyping);
- UX/UI design testing;
- Design System Development;
- UX/UI changes based on feedback from users;
- Creating a presentation to showcase the project to the customer.

Project 4: EDI communication service

Stack: Figma, Figma Prototyping tools, Google analytic, Photoshop, Illustrator, HTML, CSS, SASS.

Many Swiss residents face difficulties in collecting documents and getting information on how and what documents need to be submitted to certain organizations. To make it easier for residents to get information, this platform was developed.

Job Responsibilities:

- Study of the technical challenges of the current state of the application;
- Study of the existing design system;
- Studying analytics for the last 2 years collected by Google Analytics of the app;
- Study of the current UX logic;
- Developing a UX architecture for the new module based on analytics data and user feedback;
- Testing UX prototypes;
- Making changes to the UX based on user feedback;
- Presentation of the new module UX/UI Design;
- Creation of UX/UI Frames as recommendations for the next version of the application.

Project 5: Anny With Me

Stack: Figma, Figma Prototyping tools, Google analytic, Photoshop, Illustrator, Premier Pro CC, HTML, CSS, SASS.

A multi-brand store of local goods of various categories (from large companies to individual businesses).

The application has a unique logic, classic design with modern elements, a large number of filters and complex logic of the product system.

Job Responsibilities:

- Discussing with the customer his wishes and preparing the terms of reference;
- Creation of application architecture and user interface;
- Creation of a user map template;

- Market research (competitor analysis);
- Creation of UX logic;
- Creation of design system;
- Testing UX/UI Design.

Project 6: TennisWebGUI

Stack: Figma, Figma Prototyping tools, Yandex/Google analytic, Photoshop, Illustrator, Premier Pro CC, HTML, CSS, SASS.

This web application provides users with the ability to communicate and get information about the game of big tennis: prices, coaches, courts, lessons, coach profiles, game schedules.

Job Responsibilities:

- Creating application architecture and user interface;
- Creation of UX logic;
- Creation of the design system;
- Testing UX/UI Design
- UX Design;
- UI Design.

Project 7. Hapag-Lloyd AG

Stack: Figma, Marvel, Google analytics, Photoshop, Illustrator, HTML, CSS, LESS, SASS.

Web application for international transportation of various cargoes. The application provides delivery optimization services.

Job Responsibilities:

- Improve current UX logic, based on application analytics, market research, user feedback and stakeholder requests;
- Creation of UX prototypes and their testing;
- Userflow optimization;
- Application redesign;
- Manual testing of the application.

Project 8: BelWeb UHD Project

Stack: Angular, HTML, SASS/CSS, JavaScript, Adobe Photoshop, Illustrator, Premier Pro CC, Marvel, GitHub.

Web application/portal to automate bank processes from requirements to contract. The system should check limits against the planned budget.

Job Responsibilities:

- Improvement of current UX logic, based on application analytics, market research, user feedback and stakeholder requests;
- Creation of UI wireframes, new application modules and prototyping in Adobe After effects.

Portfolio:

https://drive.google.com/drive/folders/1jZTSE-2b26c7-ryJSsFP_Yc8ql0ruUsc?usp=sharing

https://drive.google.com/drive/folders/12dOBAPpM87y9o1yyu1fZFtpPu0vcfyFH?usp=drive_link