



# George Birman

Senior UX/UI Designer

+31 6 14 73 17 77

mail.george.birman@gmail.com

georgebirman.com

[LinkedIn profile](#)

## Profile

Dedicated to bridging the gap between users and their goals through design, with a diverse portfolio spanning startups to complex financial tools. Currently leading design efforts at a marketing agency, mentoring interns, and ensuring cohesive project execution.

## Experience

### Business Developer - Hestiva

February 2025 - Present

- Manage and optimize Hestiva accounts while driving platform growth and development.
- Identify and acquire potential customers through market analysis and strategic outreach.
- Align products and services with market needs to enhance positioning and maximize impact.

### Senior UX/UI Designer - LeadMind Agency

February 2024 - January 2025

- Managed multiple creative projects with full accountability.
- Recruited & mentored interns and remote designers.
- Delivered detailed design handoffs ensuring seamless execution.

### UX/UI Designer - LeadMind Agency

July 2022 - January 2024

- Led design research & prototyping to refine digital products.
- Conducted research on users, product designs, trends and competitor strategies.
- Facilitated creative workshops with users and stakeholders to drive product innovation.
- Translated research insights into detailed user personas to guide ideation and craft tailored design solutions that meet user needs and expectations.
- Ensured accessibility and inclusivity by integrating best practices into design solutions.
- Support developers with constructive feedback to ensure accurate implementation of designs.
- Guided an international development team through execution.

### UX/UI Designer (Freelancer) - Tanaruz

October 2021 - June 2022

- Designed a mobile configurator interface for a 3D-printed riverboat app.

## Education

### Bachelor of Communication and Media Design (CMD)

September 2018 - July 2021

The Hague University of Applied Sciences

## Languages

Russian (Native)

English (Fluent)

Dutch (Fluent)

German (Beginner)

## Specialities

User Experience Research

Market Analysis

User Interface Design

Branding

Product Design

Wireframing

Prototyping

Interaction and Motion

Frontend Coding

## Tools/Technologies

Figma

Spline

Adobe Suite

Webflow

WordPress

HTML/CSS

CMS

SEO

User Testing

ClickUp

Notion

## Certifications

Microsoft Suite

Design Thinking

Data Visualization & Storytelling

## Hobbies

🧠 AI & Tech Conferences

📖 Multilingual Learning

🚴 Cycling & Swimming

🚗 Traveling