George Birman

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