Ruslan Kreymer | UX designer

I design an experience that inspires, solves problems and becomes an essential part of human life.

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Apr 2019 – Present

UX Designer

Philips | Amsterdam, the Netherlands

— Driving redesign and conversion optimization of the main Philips website. Defining UX around the digital sphere of Philips products.

Oct 2015 – Mar 2019

UX Designer

Booking.com | Amsterdam, the Netherlands

— Designing landing and registration experience for property owners and hoteliers resulting in 500K new properties worldwide in 2017 (+30% growth).

— In coordination with local teams designed from scratch a global referral program for property owners with an audience of 800K+ users. Organized user research, data analysis, and defined features of the program. (2018-19).

— In close collaboration with Marketing Department optimized UX for offline and online (Facebook, native) advertising campaigns targeted for 100M+ users (Europe & US). Optimized landing experience and conversion for paid channels (+35% increase in 2017).

— Conceptual design for Travel guides and Destination Finder (2016-17).

Oct 2013 – Oct 2015

UX Consultant

Eindhoven University of Technology | Eindhoven, the Netherlands

— In collaboration with European Union, Philips Lighting, StudyPortals, Dutch National Traffic Center completed 5 UX research projects and presented solutions to the stakeholders.

Feb 2013 – Sep 2013

Interaction Designer

Doctor Web | St. Petersburg, Russia

— Developed a new version of the antivirus browser extension Dr.Web Link Checker (Chrome, Firefox, Safari, and Opera) with more than 150K users.

— Designed new version of Dr.Web antivirus application (Android, 700K users).

Jan 2011 – Sep 2013

Product Designer, Co-Founder

Goodroads.ru | St. Petersburg, Russia

— Designed a geoinformation system for auto drivers that measures road quality using a mobile device. With more than 1000 users collected more than 20 000 km of data about road surface quality in Russia, Europe and US. Noticed by such companies as Yandex and Google.

Jul 2010 – Jan 2013

Creative Developer

Digital Design & Docsvision | St. Petersburg, Russia

More info and details at kreymers.com
Thanks!

Expertise

Product design
Visual design
Interface design
Interactive prototyping
HTML & CSS
Javascript
Wireframing
User research
Presentation
Usability testing
Data analysis
Node.js

Tools

Notebook & pen, Whiteboard, Sketch, Sublime, Git, Adobe Photoshop, Adobe After Effects, Invision

Education

Human-Computer Interaction
Professional Doctorate
Eindhoven University of Technology

Computer Science
Master
St. Petersburg Institute of Technology

Awards

Opera Startup Awards
Goodroads | 2011

Start UP Sauna Awards
Goodroads | 2011