Ruslan Kreymer I Interaction designer

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

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Experience

Oct 2015 – Present

UX Designer

Booking.com I 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 core features of the program.

— 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).

Oct 2013 – Oct 2015

UX Consultant

Eindhoven University of Technology I 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.

— Participated in more than 40 weeks of courses with more than 20 well-known coaches from international companies and universities over the world within a multicultural group of User System Interaction.

Feb 2013 – Sep 2013

Interaction Designer

Doctor Web I 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. New version brought more than 30K of new users and increased the rating to 4.5 out of 5.

— Designed new features based on user needs and implemented them in Dr.Web antivirus application (Android) with more than 700K users.

Jan 2011 – Sep 2013

Product Designer, Co-Founder

Goodroads.ru I 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 I St. Petersburg, Russia

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 I 2011

Start UP Sauna Awards
Goodroads I 2011

Thomas Goeke Scholarship
2010