



Eduard Kvak

Senior product designer

Cologne, Germany

About me

With over 6 years of experience in product design and the tech industry, I excel in crafting solutions that harmonize user needs with business goals.

My design approach is driven by thorough research and data insights, ensuring that every project combines user needs with business objectives. To continuously evolve my expertise I actively pursue further education through various courses, lectures, and books applying received knowledge directly to my projects.

Beyond my design work, I am passionate about fostering growth in the design community. I mentor aspiring designers, sharing my expertise through content creation and lectures, helping others to advance their skills and careers in the design field.

Contacts

Email: edik.kvak@gmail.com

Phone number: +49 157 33698452

Social media:

- Portfolio
- LinkedIn
- WhatsApp
- Telegram

Education

Lviv Polytechnic National University
Bachelor's degree, Computer Engineering

Smart Interface Patterns
Deep examination of common components and design patterns in modern interfaces — desktop and mobile. Advanced configurators, Complex tables, Maps, Data Visualization, and more.

Inclusive Web Design
Study of WCAG guidelines. Practicing in creating the user-friendly interface for inclusive users.

Languages

English	Professional
Ukrainian	Native

Experience

Car IQ Inc.

Car IQ Pay is the first payment platform to enable vehicles to initiate, validate, and complete authorized transactions. The system eliminates the need for credit cards by connecting vehicles directly to merchants for secure, seamless payments.

Period	Responsibilities
Oct 2022 - Present	<ul style="list-style-type: none">Leading the design team, creating and distributing tasks, reviewing design solutions.Data analysis, including metrics & KPIs, creating and testing hypotheses, conducting user testing, interviews, A/B testing, audits, and more.Close collaboration with developers, conducting design QA, tasks description.Creating mobile/web applications, Apple CarPlay/Android Auto integrations, white-label solutions, and more.Developing comprehensive design systems, documentation, and guidelines for the team.Collaboration with other departments, participating in product growth, creating prototypes to attract new clients.

Cieden

Cieden is a digital product design and marketing agency with operations in the United States and Eastern Europe. The agency specializes in creating user-centric designs and providing strategic marketing solutions for a diverse range of clients.

Period	Responsibilities
Jun 2021 - Oct 2022	<ul style="list-style-type: none">Leading the design team, hiring new designers, and assisting with managing internal company structure.Leading the calls with clients and stakeholders.Data analysis, including metrics & KPIs, creating and testing hypotheses, conducting user testing, interviews, A/B testing, audits, and more.Creating mobile/web applications, prototypes, design systems, documentation, and guidelines.Conducting knowledge sharings and lectures for team members.Active participation in the pre-sales stage.

Excited

Excited is a digital product design agency that focuses on creating innovative and user-friendly designs for a variety of digital platforms, helping clients enhance their online presence and user engagement.

Period	Responsibilities
May 2020 - Mar 2021	<ul style="list-style-type: none">Leading the calls with clients and stakeholders.Data analysis, creating and testing hypotheses, conducting competitor/user research, audits.Creating mobile/web applications, prototypes, design systems.Conducting knowledge sharings for team members.

Experience

Sigma Software Group

Sigma Software Group is a full-cycle company that provides top-quality software development, graphic design, testing, and support services to a global clientele, focusing on innovative and efficient solutions.

Period	Responsibilities
Sep 2019 - May 2020	<ul style="list-style-type: none">Participating in the calls with clients and stakeholders.Data analysis, creating and testing hypotheses, conducting competitor/user research, audits.Creating mobile/web applications, prototypes, design systems.Creating printing materials, branding, logos, presentation templates.Creating video materials and animations.

FocusWeb Studio

FocusWeb Studio is a digital design agency that specializes in creating visually appealing and highly functional websites and mobile applications, providing clients with custom solutions to enhance their digital presence.

Period	Responsibilities
Oct 2018 - Aug 2019	<ul style="list-style-type: none">Participating in the calls with clients and stakeholders.Conducting competitor/user research, audits.Creating mobile applications, landing/corporate websites.

Skill & toolset

UX/UI and graphic tools

Figma Sketch Adobe creative suite Miro Whimsical Prototypie Zeroheight

Analytics

Google analytics Pendo Hotjar Qualitative methods Quantitative methods Researches

UX frameworks

Problem definition Strategic thinking Product growth Design thinking approach Heuristic evaluation UX strategy UX research Data-driven management Customer journey map User flow A/B testing Usability testing

UI & interaction design

Web app design Responsive/Adaptive design Mobile app design (iOS & Android) Embedded systems White label Apple CarPlay/Android Auto/AQOS Design system/Design documentation Prototyping Accessibility

Additional skills

Team management Mentoring HTML/CSS basics JavaScript basics