

# Ruslan Valikhanov

## Product Designer

 [my website](#)

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Product Designer specialized in rapid prototyping, UX strategy and user research to craft seamless digital experiences. I have led and delivered multiple full-cycle design projects while mentoring junior designers.

### experience

#### Lead Product Designer

Nov 2022 → Jan 2025

##### Offerista GmbH, Berlin, Germany

Partner for digital commercial marketing, the Offerista Group reaches up to 39.5 million consumers each month and helps over-the-counter retailers receive more in-store visits through digital communication of services.

- Developed and implemented a comprehensive UX strategy, creating roadmaps and crafting high-impact presentations for stakeholders and cross-functional teams.
- Delivered over 10 complex cross-team projects, balancing competing priorities and ensuring timely, high-quality outcomes.
- Conducted 20+ user research and testing initiatives, uncovering actionable insights to optimize product design and user experience.
- Led and mentored a team of designers, managing UX roadmap development, task allocation, and budget planning to ensure alignment with organizational goals.
- Conceptualized and validated numerous features and proposals, driving innovation through user-centered design and iterative testing.

#### Product Designer

Apr 2017 → May 2021

##### AMBOSS GmbH, Berlin, Germany

Company provides the smarter way to learn and practice medicine with help of their digital products.

- With 5 different teams redesigned the whole software - being responsible for user experience, interactions, UI components
- Pushed 4 big projects: custom study plans, sign-up flow, search functionality and analytics
- Modified our seasonal campaigns such as self-report
- Created an unique style of illustrations, iconography and analytics which is still being used
- Mentored 2 designers, worked as an art director for our style
- Successfully accomplished 3 projects for native mobile applications

#### Freelance Designer & Illustrator

Sep 2013 → Apr 2017

##### **Freelance in Berlin, Germany and Moscow, Russia**

- Designed and shipped graphic materials and infographics for 2 agencies and different companies such as: Lode, DermaPlus, and MAXIM
- Created more than 30 different illustrations (1, 2, 3) and data visualisations for magazine layouts
- Started my own design agency, delivered several monthly digital magazines

### education

#### Full-Stack Web & App Development

Mar 2022 → Jul 2022

##### WBS Coding School, Berlin, Germany

- Learned reach amount of things: Git, Javascript, React, APIs, SQL, MongoDB, NodeJS, Express
- Topic of the diploma: Trading NFTs and track wallets, frontend and design
- Finished with excellence, presented for our jury

#### Masters Degree in Publishing

Sep 2008 → Jun 2014

##### Moscow State University of Printing Arts (MGUP), Moscow, Russia

- Topic of the diploma: How to organise modern online publishing house, business plan, calculations for an example project
- After finishing, applied my diploma to the organisation of my own agency

### hard skills

UX-strategy  
Ideation  
Brainstorming  
Work with Data  
User Research  
User Testing  
Rapid Prototyping  
Lofi / Hifi Wireframes  
Interaction Design  
Design System  
Journey Mapping  
Competitor Analysis  
Visual Design  
Illustration  
Graphic Design  
Video Editing  
Html / CSS / Javascript  
React


### soft skills

Communicative  
Critical thinking  
Problem solving  
Leadership  
Friendliness  
Energy

### languages


English (proficient)  
German (proficient)  
Russian (native)

### more info

 [my website](#)

 [rvalikhanov](#)

 [theactofshining](#)

 Berlin, Germany