Ruslan Valikhanov
Product Designer

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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 / Javasctipt
React

soft skills

Communicative
Critical thinking
Problem solving
Leadership
Friendliness
Energy

languages

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

more info

🌐 my website

in rvalikhanov

theactofshining

📍 Berlin, Germany