Ruslan "Barik" Valikhanov
Senior Product Designer

Product designer & illustrator based in Berlin.
I specialize in UX/UI Design with solid background in print and illustration.
Finished a full-stack development training at WBS coding school.

I bring extensive experience in SAAS, medical software, apps creation, marketing, and print, having worked independently in small teams as well as collaboratively in larger settings. My skill set is diverse, encompassing interactions, user interviews, brainstorming, illustrations, user flows, system design, strategy, wireframing, high-fidelity prototypes, graphic and marketing design, video editing, and more. I have successfully redesigned and implemented new design systems with teams of designers and developers. My experience, coupled with completing a full-stack school, enables me to collaborate seamlessly with developers. At every company, I cultivate in-depth knowledge of our users and consistently conduct research and testing.

CONTACT

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HARD SKILLS

UX / UI
Product Strategy
System design
Journey mapping
User testing/research
Competitor analysis
Illustration
Video editing
Html / CSS / Javasctipt
React

EXPERIENCE

Senior Product Designer

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.

Nov 2022 → Present

- Ideated and validated numerous amount of features and proposals
- Crafted general UX strategy, roadmaps, various presentations
- Delivered more than 10 cross teams heavy/mid weight projects
- Conducted more than 20 different user research / testing initiatives

Product Designer

AMBOSS GmbH, Berlin, Germany

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

Apr 2017 → May 2021

- With 5 different teams redesigned the whole software - being responsible for interactions, language, 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 and iconography, which is still being used
- Mentored 2 designers, worked as an art director for our style
- Successfully accomplished 3 projects for native mobile applications

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Senior Product Designer

EXPERIENCE

Designer & Illustrator

Freelance in Berlin, Germany and Moscow, Russia

Sep 2013 → Apr 2017

- Designed and shipped materials and content for 2 agencies and different companies such as: Lode, DermaPlus, and MAXIM
- Created more than 30 different illustrations for magazine layouts
- Started my own design agency, delivered several monthly digital magazines

Designer, Pre-press Specialist & Illustrator

SIMPLE, Moscow, Russia

May 2011 → Sep 2013

- Worked in a team of four designers on developing and implementing layout for magazines, communication materials and campaign concepts
- Supervised the processes between 2 publishing houses, 2 typography departments and big amount of clients
- Developed numerous marketing campaigns and brand identity (logos, brochures, newsletters, infographics, presentations and advertisements)

EDUCATION

Full-Stack Web & App Development

WBS Coding School, Berlin, Germany

Mar 2022 → Jul 2022

- 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

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

Sep 2008 → Jun 2014

- 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

Illustrations Crash Course

British higher school of art & design, Moscow, Russia

Jul 2012