

Ruslan "Barik" Valikhanov

Lead Product Designer

Lead Product Designer & Illustrator with over 7 years of experience in product design, based in Berlin. Human-centered designer-generalist with a deep understanding of the entire design process, from strategy and research to prototyping and UI-polishing. Passionate about blending creativity with data and business insights to craft meaningful user experiences.

I take risks and lead the way in exploring unknown territories, driven by curiosity and innovation. Resilient and adaptable, I embrace change and thrive in dynamic environments. I bring extensive experience in **SaaS, medical software, native app design, and marketing technologies**. I do like mentoring—I genuinely enjoy fostering a love for product design and seeing the spark of interest ignite in others. My career includes working independently, contributing to small teams, and collaborating within larger organizations. I have successfully **redesigned softwares** and implemented **numerous solutions** with teams of designers and developers. My product design expertise, combined with a full-stack coding certification and data studies, equips me to collaborate seamlessly with developers and bridge the gap between design and implementation. At every company, I make it a priority to cultivate an **in-depth understanding of our users** through thorough **research and testing**, ensuring user-centered solutions. And overall mainly: I get shit things done.

CONTACT

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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)

EXPERIENCE

Lead 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

- 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

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 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 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

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