Ruslan Valikhanov

Product Designer

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Lead Product Designer with over 7 years of experience.
Managed and delivered multiple projects from UX research to implementation with more than 20 people involved, including stakeholder alignment, project management and supporting tech teams. Performed both as individual contributor and as a mentor for 3 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

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📍 Berlin, Germany