

Ruslan Valikhanov

Lead Product Designer

 [my website](#)

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Responsible **Product Designer generalist** specialised in **Rapid Prototyping, UX Strategy and User Research**. 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 strategies** for B2B & B2C initiatives, aligned with out business strategy, creating **roadmaps** and high-impact design solutions for stakeholders, engineers and international cross-functional teams, while reporting directly to the **Head of Product Development**
- Delivered over **10 complex cross-team projects**, balancing competing priorities and ensuring timely, high-quality outcomes in MarTech ecosystem
- Conducted **20+ competitor analysis, quantitative & qualitative 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 & prioritization, design direction, and task allocation to ensure alignment with organizational goals and company growth
- Pushed the transition from isolated feature thinking to holistic, system-wide design approaches and championed **design culture** within a team of product managers
- Problem solving, critical thinking, and innovation through **user-centered design** and iterative testing were central to my approach

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.

- In collaboration with 5 different teams redesigned the whole software - being responsible for **user experience, micro-interactions, polished user interfaces**, while utilizing design thinking and advocating for our users
- With confidence pushed **4 big & complex projects**: custom study plans, sign-up flow, search functionality and analytics – from sketch to implementation with help of collaboration tools
- With our market understanding, I’ve modified our **seasonal campaigns** from our portfolio, such as self-assessment report and others
- Created and maintained an **unique aesthetic style** of illustrations, iconography and analytics
- **Mentored 2 designers**, establishing clarity in their focus areas for growth
- Successfully accomplished 3 projects for **iOS and Android mobile applications** and mobile devices
- Maintained our design system, with a strong focus on **usability, accessibility & consistency**

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 design
UX strategy
Ideation
Brainstorming
Work with Data
User Research
User Testing
Rapid Prototyping
Lofi / Hifi Wireframes
Interaction Design
Information Architecture
Design System
Journey Mapping
User Flows
Leading Workshops
Storytelling
Competitor Analysis
Visual Design
Illustration
Video Editing
Html / CSS / Javascipt
React
Figma
Sketch

soft skills

Communicative
Critical thinking
Problem solving
Leadership
Friendliness
Energy
Motivation
Supportive
Coaching
Agile
Lean

certificates

Data-driven Product Management


Design Tradeoffs and UX Decision-Making


Mastering Influence


languages


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

more info

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 Berlin, Germany