

# 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

 Berlin, Germany

 +49 171 3429194

 [ruslan.e.valikhanov@gmail.com](mailto:ruslan.e.valikhanov@gmail.com)

 [barik.eu](http://barik.eu)

 [theactofshining](https://github.com/theactofshining)

 [barik\\_rvv](https://www.behance.net/barik_rvv)

 [rvalikhanov](https://www.linkedin.com/in/rvalikhanov)

### 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