



Vladimir Prokhorenko

✉ Phuket, Thailand (UTC+7) Open to full-time • Remote

Product designer with a technical background and strong visual foundation. I create interfaces that help people quickly understand the essence and complete tasks without unnecessary actions.

Resume + Portfolio: ellgin.github.io/ellgin
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Speaker at Google Russia

YouTube NextStep Festival: Seminar for top creators (100k+) on visual packaging and CTR metrics.

Technical Background

MAI: Applied Mathematics & Computer Science. I design user-friendly interfaces for complex systems. Can read code, understand implementation constraints, and collaborate effectively with engineers.

SELECTED CASE STUDY

Dental Clinic Dashboard

2022

Internal Tool CRM Product Web

TASK

Make it so doctors can see the "live queue" faster, and nurses know when to clean the room.

ACTION

- **Redesigned schedule board:** Separated entries into "Arrived" (White) and "Planned" (Gray).
- **Visual Signals:** Added a bold red signal if a patient waits >20 mins.
- **Cabinet Status:** Designed room status as the primary signal for cleaning.
- **UX:** Kept familiar icons to reduce retraining time.

RESULT

Approved and handed off to development. Closely collaborated with engineers to ensure pixel-perfect implementation.

PROPOSED SUCCESS METRICS:

Critical Delays

Goal: Reduce % of critical wait times (>20m).

Turnaround Time

Accelerate room preparation time.

SKILLS & STACK

RESEARCH & SOFT SKILLS

Requirements Gathering, Competitor Analysis, A/B Testing, Dev Handoff.

UX / LOGIC

CJM, User Flows, IA, Prototyping, States.

UI / VISUAL

Typography, Composition, Design Systems, Motion Design.

TOOLS

Figma Adobe Photoshop

Adobe Illustrator Adobe After Effects

ChatGPT/AI Midjourney Notion

Google Sheets

HTML/CSS (Templates & Layouts)

EDUCATION

MAI University

Bachelor of Applied Mathematics & Computer Science (2011-2015)

LANGUAGES

English

Upper-Int

Russian

Native

OTHER PROJECTS

Shinoteka

E-commerce redesign: Simplified search & filters.

Avito Real Estate

Student Case: UX improvement of the product card.

Zoom Redesign

Concept: Call interface optimization.

SMB Projects

Promo-landings and business card sites for small businesses.

EXPERIENCE

Freelance

2013 – Present

UX/UI & Visual Designer

- Interface design for business goals.
- Managing a small team (video & design).
- Strong focus on visual hierarchy and "readability at a glance".
- Customizing CMS templates and landing pages (Wordpress/Tilda/Ucoz) for small businesses.

Dataduck

2021 (6 mos)

UX/UI Designer

- Developing User Journey and Concept for Dragon Family mobile app.
- Designing high-conversion landing pages.