



Zaripov Vadim

Male, 28 years old, born on November 28, 1996

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estenza@gmail.com — preferred contact method

Residence: Kazan, Gorki metro station

Citizenship: Russia, work permit: Russia

Open to relocation, not open to business trips

Desired position and salary

Product designer

3 000 \$

Specializations:

— Designer, artist

Employment: Full-time

Work schedule: Remote work

Preferred commuting time: Not relevant

Work experience — 6 years 1 month

June 2021 —
August 2025
4 years 3
months

Uchi.ru

Moscow, uchi.ru

Information Technology, System Integration, Internet

- Software Development

Product designer

–Designed user interfaces for nine interactive game-based courses in school subjects (Grades 1–4), taking into account age-specific needs of children.

–Conducted multiple usability tests with children and parents to better understand target audience needs and simplify user experience.

–Collaborated with product managers and analysts to increase conversion to course purchases, proposing hypotheses that significantly impacted CR (growth up to 30%, depending on the course).

June 2020 —
June 2023
3 years 1 month

Parkly

Moscow, parkly.ru/

Information Technology, System Integration, Internet

- Software Development

Product designer

–Joined the project at its very beginning and designed the mobile application from scratch.

Conducted several rounds of user testing at different development stages.

–A year after release, led a full redesign of the app, organizing and unifying the design system by creating a UI kit.

–In addition to the mobile app, designed the landing page, web version of the product, marketing visuals, and navigation for parking zones.

June 2019 —
March 2020
10 months

Athanor

Krasnoyarsk, atnr.pro/

Information Technology, System Integration, Internet

- Software Development

UX/UI-designer

- Designed an educational platform for training CDTOs (Chief Digital Transformation Officers) and a CRM system for managing the educational process.
- Closely collaborated with business analysts to refine client requirements.

Education

Higher

2018

Bashkir State University, Sterlitamak Branch
Faculty of Law

Skills

Languages

Russian — Native
English — B2 — Upper-intermediate

Skills

Figma

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

User interface design

Graphic design

Prototyping

Interface design

UX/UI

Customer Journey Mapping

A/B testing

Driving experience

Driver’s license categories B, C

Additional Info

Recomendations

Athamor
Tomilov Ivan (CEO)

Parkly
Pavlushko Roman (CEO)

About me

I’m Vadim Zaripov, a product designer with 6 years of experience. I have worked in Edtech, Fintech, SaaS, and Web/Mobile. I enjoy working on both B2C and B2B products.

My strength lies in extensive experience with startups, designing projects from scratch, and navigating high uncertainty. While working in children’s Edtech on gamified educational products, I honed the skill of simplifying complex things and creating accessible interfaces. In pursuit of the best user experience, I never lose sight of business goals and know how to find the right balance.

My portfolio: <https://vadimzaripov.ru>