



# Ruslan Komjakov

*Is your team solving the right challenge? 🧠*

I help organizations focus on the right problems and build better products and services for their customers.

Ruslan helps teams focus on the right problems so they can build better products and scale the business faster. – [Gonzalo Arenas](#), Head of Global Operations at Circ

I have worked with Ruslan on several occasions, both high stakes projects. Strong work ethic and an amazing capacity for analysis and synthesis. He'd bring a lot of value to any organization. – [John Vetan](#), CEO at Design Sprint Academy

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## Key expertise

- UX Strategy
- Product Design
- Service Design
- User Research
- Workshop Facilitation

## Experience

### Design Sprint Academy

Management Consulting • Facilitation | Contract • 09/2018–06/2021

- Helped with enablement of SAP in-house Design Sprint teams (2021)
- Co-designed remote workshops (2021)
- Defined personas and mapped extensive customer journeys for various projects and workshops (2021)
- Co-facilitated a 2-days change management workshop for a Fortune 500 client (2018)

### Altalingua

Translation service • Product Management | Contract • 09/2020–12/2020

Helped to define and managed the development of the MVP.

### Dive

Live-streaming Platform • Product–Market Fit | Contract • 04/2020–Present

As a UX Lead I helped an early-stage startup to design their value proposition and find product-market fit; guided junior designers.

### Circ (acq by Bird)

Mobility • Fast-scaling operations | Contract • 12/2018–10/2019

Drove product design, discovery, and vision across multiple teams and platforms during the hyper-growth of a leading e-scooter startup (Bird acquired Circ in January 2020.)

- Designed fleet management app that helped scale operations in 40+ cities in 14 countries

- Pioneered concept and prototyped an automated task assignment with route planning for fleet operations
- Facilitated workshops and meetings for product discovery and stakeholders alignment
- Facilitated a workshop to help the executive team and partners align on battery swapping service for the new scooter model
- Conducted field research and interviewed customers as a part of continuous product discovery

## Quandoo

Restaurant tech • Payment Innovation | Contract • 02/2018-08/2018

Drove the design of the MVP for a new payment solution in restaurants.

- Established and helped to execute a foundational research to collect insights into human behavior and needs related to payment
- Analyzed and synthesized research data to design value proposition for B2C and B2B customer segments
- Prepared and facilitated a Design Sprint workshop to align the team and to validate the concept
- Prototyped and helped to define the MVP
- Ran numerous Design Sprints for different initiatives

## Lykon

HealthTech • UX | Contract • 04/2017–01/2018

Improved overall user experience for a product that provides personalized nutrition recommendations based on customers' blood and DNA test.

- Designed user onboarding experience
- Built and tested prototypes
- Conducted usability tests and user interviews
- Worked closely with a PO, engineers, nutrition scientists, and copywriters

## More experience? 🙋

- Freelance UX/UI Designer • Berlin, Germany [2012–2017]
- UX/UI Designer at Versio2 • Tallinn, Estonia [2009–2011]
- Art Director, Co-Founder at Mediaworks • Tallinn, Estonia [2006–2010]
- Web Designer at Custom Media Agency (CMA) • Tallinn, Estonia [2004–2006]

## Methods and Frameworks

- Jobs To Be Done
- Customer Journey Mapping
- Design Sprint Facilitation
- User Interviews
- Problem Framing and stakeholders alignment workshops
- Prototype, MVP, and hypothesis validation

## Staying In Shape

- Workshop participant • **Integrating JTBD Into Your Workflow** by Jim Kalbach, Jan 2021
- User Experience and Design Thinking Mentor at **#VersusVirus Hackathon**, Apr 2020
- Design Process Facilitator for **SimSim Project** at **#CodeVsCovid19 HackZurich Hackathon**, Mar 2020
- **Workshop participant • Business Model Design Masterclass** by Alexander Osterwalder (Strategyzer), Aug 2018
- Workshop participant • **Design Sprints Facilitation** by inVision and Desing Sprint Academy, Apr 2018
- Workshop participant • **Service Design Workshop** by Global Service Jam, Mar 2018