



# Ruslan Komjakov

*Is your team solving the right challenge? 🧠*

Experience designer and strategic design consultant (ex [Circ](#), ex [Quandoo](#)). I help organizations innovate by employing user-centric design methods and bridging business, technology, and design.

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 two 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

- Product, Service, and Business Design
- Problem Framing
- Design Sprint facilitation
- User Research (qualitative and quantitative)
- Prototype and MVP validation
- Product Management and Strategy

## Experience

### Altalingua

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

Consulted the team to define the product strategy and the MVP; wrote and mapped user stories, assisted with the product development.

### Dive

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

Consulting the next-gen entertainment platform on the value proposition, the Product-Market Fit, and user experience design.

### 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 Europe's 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

## Design Sprint Academy

Management Consulting • Facilitation | Contract • 09/2018

Supported the organization and co-facilitated a 2-days workshop for a Fortune 500 client.

## Quandoo

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

Led research, defined and established design for an innovative payment solution in restaurants.

- Led foundational research to collect insights into human behavior and needs related to payment
- Analyzed and synthesized research data to design value proposition for each customer segment
- Planned and facilitated a Design Sprint to validate new payment service
- Prototyped MVP for validation
- Ran numerous Design Sprints for different initiatives

## Lykon

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

Designed onboarding and improved the user experience for a product that provides personalized nutrition recommendations based on blood and DNA tests.

- Designed onboarding experience that allowed users to benefit from the product while waiting for test results
- Conducted usability tests and user interviews
- Designed and tested prototypes
- Worked closely with nutrition scientists and copywriters to improve messaging

## More experience?

- Freelance UI/UX Designer • Berlin, Germany [2012–2017]
- UI/UX Designer at Versio2 • Tallinn, Estonia [2009–2011]
- Executive Director, Co-Founder at Skyplex International • Tallinn, Estonia [2007–2009]
- 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
- User Interviews
- Business Model Canvas

## 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 Design Sprint Academy, Apr 2018
- Workshop participant • **Service Design Workshop** by Global Service Jam, Mar 2018