



Vasiliy Emelin

Product & UI/UX Designer


Introduction

My design philosophy is about delivering value and driving results for both customers and the business. Success requires patience, hard work, and dedication.

I proactively prevent blockers by finding the right stakeholders and ensuring progress. Effective delegation allows me to focus on business priorities. Building strong relationships with the dev and product teams, as well as higher management, is a key strength.

I welcome constructive criticism and understand the importance of staying aligned with goals. I regularly share results with the UX team for feedback as part of a healthy design process. I'm committed to continuous learning and improving workflow efficiency, always aiming to enhance product quality.

Experience



Solera Holding Inc

Position: UI/UX Designer III

2021 — Present


3 years

Primary Responsibility:

Is to transform wireframes into high-fidelity designs adhering to the Solera Design System guidelines.

Key Contributions in verticals:

- DealerSocket Automotive Products:** Enhanced Ignite, Builder 2, Engine 6, and OEM projects by creating new components and maintaining existing ones.
- Omnitracs Fleet Solutions:** Led design initiatives for the Global Fleet Platform (a unified UI for 46 micro-services and applications), SmartDrive (Safety and Response Center), and FleetView (Tracking the Routing, Dispatching, Drivers).



DealerSocket LLC

Position: UI/UX Designer II

2019 — 2021


3 years

Primary Responsibility:

Collaborate with designers, product engineers, and product owners/managers to craft intuitive prototypes for new projects and maintain the design of existing software applications.

Key Contributions:

- Enhanced DealerFire Ignite and Engine 6 applications.
- Collaborated closely with developer teams across the U.S. and International regions.



DealerFire Kaliningrad LLC

Position: UI/UX Designer I

2015 — 2019


4 years

Primary Responsibility:

Transformed wireframes into high-resolution designs consistent with the DealerSocket design system.

Job Duties:

- Deliver high-quality wireframes and prototypes** based on UX analysis and acceptance criteria.
- Collaborate with product owners and managers** to develop UX/UI solutions that address business goals.
- Participate in Scrum meetings** with the Design team to ensure alignment and progress.



DealerFire Tashkent

Position: UI/UX Designer


2013 — 2015

2 years

I participated in all phases of the product development lifecycle, including functional definition, UI design, graphic design, prototyping, user flows, user scenarios, and collaboration on acceptance criteria.

Job Duties:

- Collaborated with designers, developers, product owners and stakeholders.
- Designed high-quality UIs for mobile apps and B2B systems.
- Design the product lifecycle using wireframes and prototyping tools.
- Utilized UX research to guide business-aligned design decisions.
- Engaged in Agile/Scrum with development teams.



Uzinfocom

Position: Web designer and Front-End developer

2006 — 2010

4 years

- Designed websites and portals.
- Converted designs into HTML/CSS (HTML slicing).
- Developed advanced HTML/CSS skills.
- Acquired expertise in working with PHP smart templates and gained foundational skills in PHP programming.
- Enhanced web design capabilities.
- Gained initial experience collaborating with a developer team.

Contact


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Design Skills

 Figma

 Sketch

 Adobe XD

 Axure

UI/UX Design

Product Design

UX Research

CJM

Analytics Metrics

Visual Design

Usability

A/B Testing

Critical Thinking

Design Guidelines

Design System Components

Web Design

Branding

Graphic Design

Animation

Iconography

Prototyping

UI QA

Wireframing

Jira

Confluence

Interaction Design

Abstract Design


Design Documentation


Site Map / Flow


Mobile Design (iOS/Android)


Enterprise Solution Design


Front-End Skills


 Git


 JavaScript


 React JS


 Storybook


 Redux


 SCSS

 SQL

 HTML5

 Bootstrap

 Material UI

 Tailwind CSS

Languages

English - Advacend

Russian - Native

Uzbek - Advanced

Interests

- Mountain biking
- Snowboarding
- Industrial Design

Education

Termez State University

September 2001 — July 2005

Specialty: Economics Rate: 85.4%

4 years