

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.

Constructive criticism is welcomed, and I stay aligned with goals by sharing results with the UX team for feedback. My continuous learning and improving workflow efficiency are central to enhancing product quality.

Experience



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

2019 - 2021

Position: UI/UX Designer II

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

2015 — 2019 4 years

Position: UI/UX Designer I

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

2013 — 2015

Position: UI/UX Designer

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

2006 - 2010

Position: Web designer and Front-End developer

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.

Specialty: Economics Rate: 85.4%

Gained initial experience collaborating with a developer team.

Education

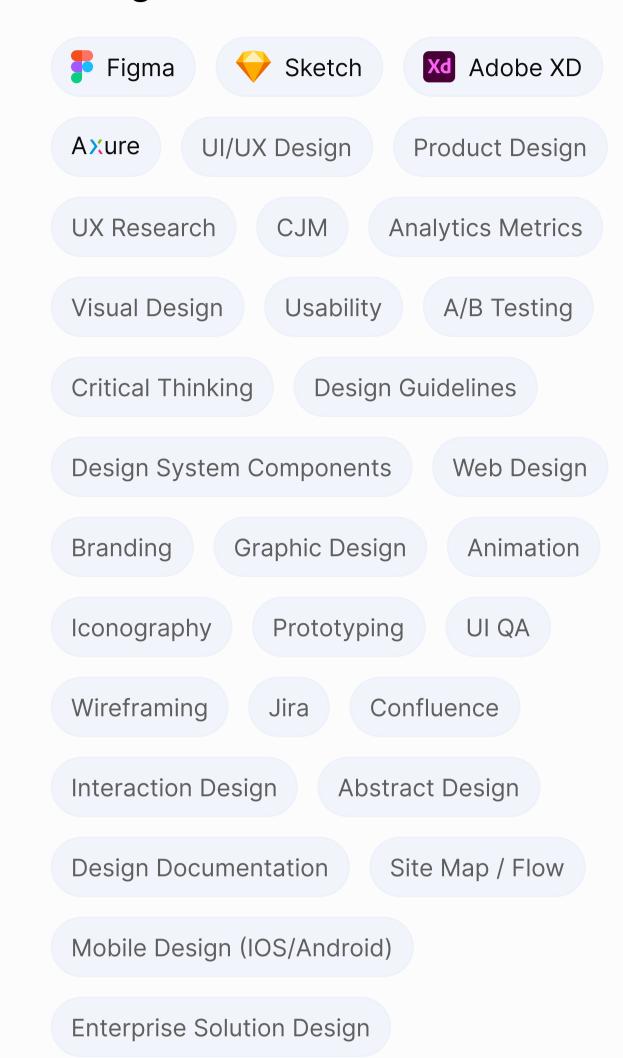
Termez State University

4 years

Contact



Design Skills



Front-End Skills



Languages

English - Advacend

Russian - Native

Uzbek - Advanced

Interests

- Mountain biking
- Snowbording
- Industrial Design