Vasiliy Emelin

Product & UI/UX Designer

Introduction

With over 10 years of UX/UI Design experience, I have a strong portfolio and expertise in user interface design, interaction design, visual design, usability, UX research, AB testing, wireframing, and prototyping. I work closely with product and engineering teams to deliver top-notch user experiences for web and mobile applications.

I embrace constructive criticism, clearly articulate design decisions, and prioritize solving business goals while understanding user needs. I can work independently and efficiently with engaging clients for feedback and incorporating UX research into decisions. I proactively address potential blockers and take the initiative to drive ideas during the exploration phase.

Experience

Solera Holding Inc
Position: UI/UX Designer III
2021 — Present

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

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 Russia.

DealerFire Kaliningrad LLC
Position: UI/UX Designer I
2015 — 2019

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

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

- 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.

Education

Termez State University
September 2001 — July 2005
Specialty: Economics   **Rate:** 85.4%

Contact

Email
vemelin@gmail.com

Website
www.execute.design

Phone
(+1) 214 433 2612

Address
Coppell, Dallas County, Texas

Design Skills

Figma Sketch Adobe XD
UI/UX Design Product Design
Critical Thinking Design System
Design Components Web Design
Branding Graphic Design Animation
Iconography Jira Prototyping
Interaction Design Abstract Design
Design Documentation Site Map / Flow
Mobile Design (IOS/Android) Confluence
Enterprise Solution Design

Front-End Skills

Git JavaScript React JS
Redux SCSS HTML5
SQL Bootstrap
React Query Material UI
Tailwind CSS

Languages

English - Advacend
Russian - Native
Uzbek - Advanced

Interests

- Music
- MTB
- Snowbording
- Industrial Design