



Vasiliy Emelin

Product & UI/UX Designer


Introduction

My design philosophy centers on delivering value and driving results for both customers and the business. I believe success comes through patience, hard work, determination, and dedication over time.

I'm proactive in preventing blockers by taking the initiative to find the right stakeholders and ensuring tasks move forward. I can delegate effectively and focus on what the business needs from me. Building strong relationships with the dev and product teams, as well as higher management, is something I excel at.

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.

Education





Termez State University

September 2001 — July 2005





Specialty: Economics **Rate:** 85.4%

4 years












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
-  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