



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



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

Specialty: Economics Rate: 85.4%

September 2001 — July 2005

4 years

Contact

- Email

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- 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