

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

2021 — Present

Position: UI/UX Designer III

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

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

2015 - 2019

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

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

2006 - 2010

September 2001 — July 2005

Position: Web designer and Front-End developer

- 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%

Contact

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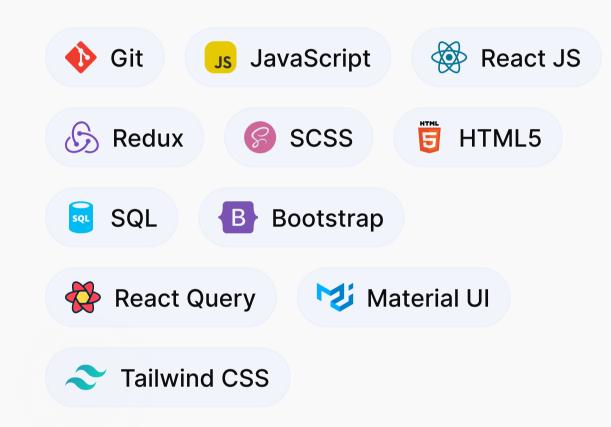
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Address Coppell, Dallas County, Texas

Design Skills



Front-End Skills



Languages

English - Advacend

Russian - Native

Uzbek - Advanced

Interests

- Music
- MTB
- Snowbording
- Industrial Design