

Vlad Dmytriiev

[linkedin.com/in/runkdown](https://www.linkedin.com/in/runkdown)

runkdown@gmail.com

runkdown.co.uk

+44 7904 081850

Experience

Senior Product Designer · Wellness Tech

December 2021 – April 2024 · 2 yrs 6 mos

Have a Nice Day app

- Cooperated with the marketing team, participated in more than **40 meetings** with the wellness audience.
- Crafted the MVP version **in 1 month**.
- Implemented Visual Proposal Canvas, User Personas, Customer Journey Maps (CJM), User Personas, etc.
- Improved user interface to maximize functionality, and implemented more than **30 common sense features**.
- Analysed marketing funnels and increased retention **by 40% inside the app**.
- Made UI and UX improvements which led to increasing up to **65% day completion**.

Self+ app

- Led the design process from research and concept development to launch.
- Worked closely with product managers, engineers, and stakeholders to understand user needs and create intuitive, visually appealing products.
- Increased user **satisfaction by 30%** through implementing design thinking and user-centered design practices, leading to a **20% boost in product engagement** and a **15% rise in customer retention** within the first year.
- Supported **~1500 users** with 10 premium creators.

Product Designer · JustControl.it

July 2021 – December 2021 · 6 mos

- Designed user-friendly interfaces and collaborated on platform design and logic with cross-functional teams.
- Utilised design thinking and user research to create valuable and intuitive product.
- Simplified the work with modules, which **reduced the initial user journey by more than 60%**.
- Created a visual module builder that **increased ease of use by at least 50%**.

UX / UI Designer · CSSSR

February 2016 – June 2021 · 5 yrs 5 mos

- Crafted complex CRM systems and redesigned internal workflows, **reducing paperwork by 80%**.
- Created UX flows, platform mind maps, and performed user studies to inform design decisions.
- Developed a fully flexible design system, transitioning from Sketch to Figma.
- Managed a design team, providing guidance and mentoring to junior designers.

Education

Kharkiv National University of Radio Electronics

2014 – 2018

B.A. with Artificial Intelligence and Data Science

Hard Skills

Product design
User research
UX / UI design
iOS / Android design
Design Systems
Prototyping
UI / UX motion
Generative AI
Accessibility

Soft Skills

Creative problem solving
Leadership
Teamwork
Adaptability
Empathy
Time Management
Attention to Detail
Emotional Intelligence

Tools

Figma	FramerJS
Sketch	HTML
Abstract	CSS
Adobe Suite	ReactJS
Marvel	NextJS
Invision	Git
Zeplin	

