

Roman Vasilev

Product Designer. Astana, Kazakhstan (open to relocate). Visa sponsorship required

[linkedin.com/in/rooman-v/](https://www.linkedin.com/in/rooman-v/) | ulittlebrother@gmail.com | [behance.net/rooman_v](https://www.behance.net/rooman_v) | [portfolio](#) | +7 706 638 90 71

SUMMARY

- Product Designer with 6+ years of experience designing complex, data-heavy systems and scalable product ecosystems.
- Led end-to-end product design across startups and enterprise environments, with a strong focus on design systems, token architecture, and product strategy.
- Delivered award-winning products, including a smart city platform and an energy management system adopted by international clients, contributing to faster product launches and improved development efficiency.

SKILLS

User Research (Qualitative & Quantitative Methods), User Flows, CJM, Wireframes, Prototyping, Interactions, Usability Testing, Information Architecture, Product Strategy, Visual Design, UI/UX Design, Design Thinking, Design Systems, Accessibility, 3D Design, Branding, Animation, Agile/Scrum/Waterfall Methodologies, Copywriting, Business & Financial Acumen, Figma, Cinema 4D, GitHub, Cursor, Claude, Codex, Visual Code, Adobe CC, HTML, CSS, React, Tailwind.

WORK EXPERIENCE

UI/UX Designer, Contractor, remote.

Dec 2024 – Nov 2025

[HYMA](#), Makers of Tokens Studio, Gouda, Netherlands

- Led a comprehensive product design initiative for Tokens Studio, including a full **redesign of web app interface that improved usability, visual clarity, and brand perception**.
- Created a unified brand and design system across product, marketing, and documentation, **streamlining the visual language and reinforcing the studio's authority** in the design tooling space.
- Built a scalable, token-based design system from scratch, **enabling faster implementation for internal teams and community contributors**.

Product Designer, Contractor, remote.

Aug 2022 – Dec 2024

[UX Pulse](#), Digital and software consultant agency, Toronto, Ontario, Canada

- Created a branding and web experience for Paper Unicorn, **contributing to the successful launch** of an ESG venture builder for Central and Eastern Europe.
- Designed the concept of the UXP Smart City Platform, which participated in international design awards, **leading to increased recognition for the agency** in the ESG sector.
- Built the MVP for the Energy Management System, which successfully rolled out and **resulted in a new contract with the client** in the ESG sector.

Product Designer, Contractor, remote.

Aug 2022 – Aug 2024

[Iveda Solutions](#), Leader in AI Video Search and IoT Platforms, Mesa, Arizona, United States

- Created a design system that **cut development time by 30%**, resulting in faster feature releases and successful MVP rollouts, while shortening the product launch time by 2 months.
- Designed an ESG Energy Management system successfully launched in a Taiwanese chip factory, **leading to improved energy monitoring and operational efficiency**, by conducting user research and stakeholder interviews.
- Improved the alert management system by integrating alert aggregation into incidents and task management, **leading to a 15% reduction in response times**.

- Delivered complex smart city and asset management solutions, by implementing best design practices, market research & stakeholders interviews, **leading to successful sales and implementations for customers in Cairo, Arizona, and the Philippines.**

UI/UX Designer, Full-time, remote.

Jun 2020 – Aug 2022

[Flatstudio](#), Design agency, Lisbon, Portugal

- Developed the complex dApp Bookmaker.xyz on the Azuro protocol by designing the interface for a crypto gambling platform, utilizing user research, user flows, CJM, stakeholder interviews, and web3 patterns. As a result, **unique users increased to 28K+**, transaction volume **reaching \$390M+**, and **attracted 30+ new clients** looking for betting solutions in the web3.
- Enhanced digital experience of scientific social portal Naked Science, through improved UX flow and UI design and implementing social activity, as result **unique users increased to 3M**, website has been **awarded the Alexander Belyaev Literary Prize.**
- Crafted real estate photography CRM software Tonomo, by conducting user research & user testing, creating intuitive architecture & designing interfaces from scratch. After successful launch and testing, it let customers **increase their average transaction by over +11% per project, and scaled business 3x in year.**
- Completed over 14 UX/UI projects end-to-end, effectively communicating design solutions and rationale to key stakeholders, **resulting in repeat business.**

Product Designer, Full-time, onsite.

Jan 2019 – Jun 2020

[Metroset](#), Internet provider, Siberia, Russia

- Reimagined Metroset's digital experience by redesigning the website, leading to a **40% increase in customers for the provider.**
- Enhanced the customer personal account and implemented gamification bonus features, by improving the UX flow and UI design, resulting in a **20% increase in user engagement.**
- Created a mobile app for technicians by conducting user interviews and research, which **sped up internet installations, reduced issues in technician management, and enhanced customer loyalty.**
- Developed internal dashboards to provide real-time analytics to stakeholders, **facilitating data-driven decision-making, and accelerating operational efficiency and strategic planning.**

EDUCATION

Bachelor of Arts, Music Arts

Sep 2010 – Jun 2014

Tyumen College of Art & Culture, Siberia, Russia

CERTIFICATE

UI/UX Designer,

Jan 2017 – Dec 2018

Skillbox, Online Educational Platform, Siberia, Russia

LANGUAGES

English - Professional working proficiency (C1, [Certified](#)), Russian - Native, Indonesian - Basic.