VLADISLAV GRIGORYEV

UX/UI Designer | SaaS | B2B | B2C

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Employment

SaaS UX/UI Designer | Resiada

MAY 2023 - FEB 2024, TORONTO, ON

• **Lead the complete UX/UI lifecycle** for a SaaS event housing platform functionality, from initial research to final launch, ensuring a user-first design ethos.

• **Research & Strategy:** Extensive user research, ethnographic studies, persona development, and journey mapping to garner insights that shape design strategy and innovation.

• **Design Execution:** Craft intricate wireframes, interactive prototypes, and high-fidelity mockups with advanced tools, creating complex user flows for seamless, intuitive experiences.

• **Collaborative Innovation:** Lead design sprints and cross-disciplinary workshops, fostering co-creation aligned with user needs and business goals.

• **User Testing & Iteration:** Rigorous A/B testing and continuous user feedback to refine and enhance design elements, focusing on usability and platform desirability.

• **Design System Management:** Oversee the creation and governance of a comprehensive design system, ensuring consistency in visual language and interaction patterns across the product ecosystem.

• **Development Collaboration:** Close collaboration with front-end developers to ensure designs are translated into functional, high-performance user interfaces, with a focus on cross-device compatibility.

• **Accessibility Advocacy:** Advocate for accessibility and inclusive design, ensuring our platform meets and exceeds ADA compliance standards for an equitable user experience.

SaaS UX/UI Designer | Streampoint Solutions

JUL 2022 - MAY 2023, TORONTO, ON

• **Strategic UX/UI Oversight:** Orchestrating the UX/UI direction for a robust event management platform, ensuring each component—from participant registration to event analytics—is user-friendly and efficient.

• **User Experience Innovation:** Employing a data-driven approach to UX research to steer the development of new features and the enhancement of existing ones, including detailed financial modules and advanced event setup functionalities.

• **Interface Design & Prototyping:** Crafting detailed interface designs and interactive prototypes for a diverse set of platform features, with a focus on usability, aesthetic appeal, and responsive design.

• **Collaborative Agile Development:** Collaborating closely with cross-functional agile teams to ensure design visions are implemented effectively, resulting in a seamless and cohesive user experience across all platform aspects.

• **Design System Leadership:** Developing and maintaining a comprehensive design system to ensure visual and functional consistency across the platform, which has been integral in reducing design debt and accelerating feature deployment.

• **Advocacy for Inclusive Design:** Championing accessibility standards and inclusive design practices to ensure the platform serves a diverse user base, enhancing accessibility for users with varying abilities.

Brand Designer/Creative Director| Vilicci

MAY 2021 - Present, TORONTO, ON

I spearhead the creative vision and strategy across all facets of the brand, from product aesthetics to digital experiences and marketing initiatives. My expertise encompasses guiding projects from inception through to flawless execution, ensuring each aligns with our overarching brand goals. I excel in directing a multidisciplinary team, fostering unity and innovation to maintain a cohesive brand identity. Committed to enhancing user experience, I integrate UX principles to elevate customer engagement, continually seek groundbreaking design solutions, and stay attuned to market trends to anticipate consumer needs. My vigilant oversight extends to supplier collaboration and production quality, guaranteeing consistency and excellence across all brand touchpoints.

Client Experience Specialist | OANDA

JUL 2018 - JAN 2021, TORONTO, ON

• **Client Service Strategy Enhancement:** Crafted and executed strategies that significantly improved the client service experience, leading to enhanced service quality and the achievement of operational excellence.

• **Technical Project Support:** Actively participated in technical projects that facilitated software integration, web portal optimization, and efficient client migration, contributing to the platform's operational improvements.

• **Client-Directed Account Auditing:** Diligently audited clients' accounts upon their request to investigate trading activities, providing detailed explanations for actions and resolving their queries regarding trade executions.

• **Superior Client Communication:** Utilized advanced communication skills to address client concerns in a highly-regulated digital trading environment, offering clear and supportive assistance.

Profile

Driven by a profound interest in technology and design, I embarked on a journey in the UX field, fueled by a passion for crafting digital and physical experiences that positively influence both society and the environment. Design, in my perspective, is not just about aesthetics; it's about solving problems and enhancing lives. The joy and satisfaction users derive from engaging with my creations are what propel me to relentlessly pursue excellence, refine my skill set, and expand my knowledge.

Skills

User Research, Usability Testing, Prototyping, Sketching & Wireframing, Information Architecture, Interaction Design, Visual Design, Motion & Interaction Design, Responsive Design, User-Centered Design (UCD), Accessibility Standards & WCAG Compliance, Design Systems & Style Guides, Branding & Web Design, Content Strategy, Persona Development, Storyboarding, Illustration & UI Graphics, Agile & Scrum Methodologies, A/B Testing, Data Analysis & Interpretation, Customer Journey Mapping, Cross-Platform Design, Interviewing.

Tools

Figma, Sketch, InVision, Miro, ChatGPT, UserTesting.com, Photoshop, Illustrator, After Effects, Blender (3D Graphics), Procreate, CSS & HTML

Education

Diploma, UX Design
BrainStation
JAN 2021 - APR 2021, TORONTO, ON

Diploma, Business Administration
Seneca
JAN 2013 - APR 2016, TORONTO, ON

Other Employment

Co-Founder/Creative Director
Aseptiqo
AUG 2023 - Present, TORONTO, ON

Designer/Marketing Specialist
Formula of A
DEC 2023 - Present, TORONTO, ON