



Vlad Bulyntsev, Senior UX Product Designer

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[UX-Portfolio](#) | [Linkedin](#) | [Dribbble](#)

Digital Product Designer with extensive experience creating web and mobile applications for both B2C and B2B products. Skilled at solving complex UX challenges, optimizing user journeys, and driving measurable conversion improvements. My designs are used by over 100 million people worldwide. Live in Germany from 2019 and hold a permanent residence permit.

EMPLOYMENT HISTORY

Lead UX/UI Designer, [Maddox AI](#)

Berlin, Sep 2022 — Present

Maddox AI provides ML inspection and quality control solutions for leading European manufacturers, including Siemens Energy (Germany), SKF (Sweden), Fanatics (USA), OSRAM (Germany), 3M (USA), EFFBE (France), and BOSCH (Germany).

- **Led design strategy for App 2.0**, transforming it from an expert-only tool into a self-service platform that empowers users to build, train, and fine-tune ML models independently, achieving a SUS score of 80.5.
- **Designed and launched an advanced Annotation Tool** that improved workflow efficiency by approximately 27%.
- **Developed and managed a design system** that improved efficiency and cut handoff errors.
- **Established a culture of mandatory pre-development UX testing and interviews**, ensuring early issue detection and resulting in higher product quality, smoother releases, and improved user satisfaction.

Senior UX/UI designer, [DRSMILE](#)

Berlin, Oct 2019 — Sep 2022

DRSMILE is one of the fastest-growing digital health startups in Germany, which specialize in teeth straightening with innovative clear aligner technology.

- **Website and App Design:** Updated design of the marketing website and B2B app, serving over 50,000 patients, improved user experience and engagement.
- **Design System & CMS Integration:** Implemented and maintained a robust design system integrated with a new CMS platform, reducing landing page creation time from 3 days to just 10 minutes, and significantly streamlining workflows for the marketing and content teams.
- **UX Research & Conversion Optimization:** Conducted continuous UX research and A/B testing, driving significant improvements in conversion rates across multiple booking funnels, enhancing customer acquisition and retention.

UX/UI designer, [VIU](#)

Singapore, Mar 2018 — Oct 2019

The #1 provider of streaming video services in Greater Southeast Asia.

- **TV App Interface Design:** Designed multiple TV interfaces used by over 25 million daily active users, enhancing engagement and satisfaction.
- **Mobile App Feature Development:** Delivered several key features for iOS and Android apps with over 100 million downloads, maintaining high user ratings of 4.2 stars on Google Play and 4.6 stars on the App Store.
- **Prototyping & Iterative Design:** Developed a series of interactive prototypes, optimizing various user activities and improving usability metrics.

Web-designer - Design Lead, Signetica

Saint-Petersburg, Apr 2013 — Feb 2018

Started as a web designer and grew it into a 15-person agency specialising in web and app design.

- **Delivered over 100 web projects** B2B/B2C across diverse industries, including e-commerce and healthcare.
- **Managed full-cycle project processes**, from concept development to delivery and maintenance.
- Developed skills in technical documentation and project management, ensuring client satisfaction throughout.
- **Selected projects:** Travel: [POSEIDONEXPEDITIONS](#) / Real Estate: MIRKV / Energy: NAFTAGAZ / E-commerce: RALF-RINGER, SAMURA

EDUCATION

Bachelor's in Computer Science, Moscow Technology Institute

Grade: 1.7

SKILLS

Design Tools & AI: Figma · Adobe Creative Suite · Sketch · Principle · Spline · FigJam · Miro · InVision · Axure · After Effects · ChatGPT · Midjourney · DALL·E · Stable Diffusion · Runway · Krea AI · Make · Lovable · Claude

UX Research & Product: Hotjar · Design Thinking · UX Strategy · ProtoPie · A/B Testing · Google Analytics · User Research · User Interviews · Contextual Studies · Journey Mapping · Success Metrics · End-to-End Workflows · Usability Testing · Product Strategy · Design Systems · Interaction Design · Data-Driven Decisions · Data Visualization · Prototyping · Service Design · Information Architecture · Accessibility · Continuous Discovery · Prompt Design · User-Centered Design

Technical Skills: HTML · CSS · Webflow · WordPress · Framer · No-Low-Code Prototyping

Management: Project Management · Team Leadership · Cross-Functional Collaboration · Agile/Scrum · Stakeholder Communication · Art Direction · Product Roadmap · Experience Management · JTBD Framework · Complex B2B Domains · DesignOps · Mentorship

LANGUAGES

English - **C1 Fluent**
German - **B1/B2**
Russian - **C2 Native**

CERTIFICATIONS

Jun 2024 - **UX Management Certification**, Nielsen Norman Group
May 2024 - **Design Systems and Pattern Libraries**, Nielsen Norman Group
Dec 2023 - **UX Decision-Making**, Nielsen Norman Group
Dec 2023 - **DesignOps: Scaling UX**, Nielsen Norman Group
Oct 2023 - **Product and UX**, Nielsen Norman Group
Jan 2022 - **User Experience (UX) Design**, Google
Feb 2021 - **Advanced Google Analytics**, Google

ADDITIONAL

- References available upon request.
- Authorized to work onsite in Germany and the EU, and available for remote, contract-based work with clients in the US, UK, and worldwide (VAT registered).