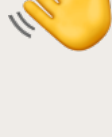


Lead Product Designer

Philip Samarets

12 years of professional Product Design · B2B · SaaS

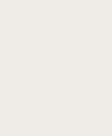
Summary



Hi, I'm Philip, a Lead Product Designer with over 12 years of professional experience. My passion lies in creating intuitive User Interfaces and Experiences that help people achieve their goals.

- I employ a user-centered approach in my UX process, utilizing Design Thinking techniques, Personas, Empathy Maps, User Journey Maps, and Story Maps.
- Adept in agile and lean methodologies, I bring expertise in UX prototyping, as well as perfect UI, Figma, and Design Systems.
- I have a passion for learning and expanding my design knowledge. I am constantly seeking out new tools and services, and staying up to date with the latest industry trends and best practices.

Work experience




Tradeling

Largest B2B marketplace in MENA region

Senior Product Designer Dubai, UAE · Apr 2022 - Present

Tradeling is a leading and the biggest B2B marketplace in the Middle East and North Africa. As a Senior Product Designer, my work includes:

- Conduct user research and interviews to gather insights for the platform
- Use data-driven approaches to make informed design decisions and define KPIs to measure success
- Contribute to the roadmap and product strategy based on user needs and business objectives
- Mentor and coach other designers on the effective use of the design system and best practices
- Establish and optimize design processes to increase efficiency and productivity
- Design and optimize the user experience for both buyers and sellers
- Conduct usability testing and iterated on design solutions based on feedback
- Create clear and concise UX copy
- Develop and maintain a design system to ensure consistency across all products
- Keep up-to-date with industry trends and apply them to the B2B marketplace as appropriate.

Continue on the page number 2 




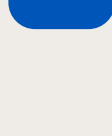
SeniorDev

Kyiv, Ukraine · Aug 2017 - Feb 2022

While working as an in-house Product Designer for SeniorDev, a Norwegian IT service company, I provided design services to some of its clients on an outsourced basis:

- **Lead Product Designer** Geotech Nov 2021 - Feb 2022
Geotech is a Norwegian company that specializes in Controlled Explosive Demolition services for construction companies.
 - Conducted research to inform UX design, using methods such as Story Maps, User Scenarios and Flows, Customer Journey Maps, Personas, Prototypes, and User Testing.
 - Facilitated design workshops and conducted Usability Studies.
 - Created UX and UI for the Geotech app.
- **Senior Product Designer** Diggecard Sep 2019 - Nov 2021
Diggecard is a B2B and B2C SaaS company that delivers Gift Card technology to a wide range of clients across the EU and UK.
 - UX & UI for Diggecard's core products, including web applications, dashboards, merchant portals, and websites.
 - Created and maintained tokenized Design System.
 - UX & UI for Diggecard's customers, including Webflow websites, email templates (MJML), purchase interfaces, and style guides.
 - Developed Diggecard's visual identity, branding, illustrations, presentations, motion videos, and graphic assets.
- **Senior Product Designer** SIMP Feb 2019 - Aug 2019
Simp (now Loyall) is a Norwegian technology company that specializes in collecting, analyzing, and using customer data.
 - UX & UI for Customer onboarding interface.
 - Created and maintained custom Style and component Library
 - UX & UI for Dashboards — interfaces for visualizing big data collected during the onboarding and further activity, creating marketing campaign interfaces.
 - UX & UI for visual Email builder.
- **Senior Product Designer** Geddit Aug 2017 - Feb 2019
Geddit is a Norwegian company that helps businesses connect with their audiences through real-world challenges and treasure hunts.
 - UI for the cross-platform iOS/Android gaming App
 - UX and UI for back office dashboard/admin panel.
 - Contributed to the visual design of the Geddit identity and website.
 - Designed 3D assets that brought the gaming experience to life.

Continue on the page number 3 



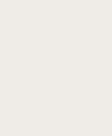
4Finance

Largest loan provider in EU

Senior Product Designer Prague, Czech Rep · Aug 2016 - Feb 2017

As a Senior Product Designer at 4finance, a global leader in digital consumer finance, I contributed to the company's mission of providing fast and convenient financial solutions through automation and data-driven insights.

- UI design for a CRM dashboard to support customer management and loan administration.
- Website and landing page UI design for two of 4Finance's most well-known sub-brands, Vivus and Zaplo, which serve customers in over 30 countries.
- Creation of video and motion design, as well as preparation of graphic assets.



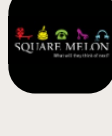
Socialsharks

Prague, Czech Rep · Aug 2014 – Jan 2015

UX & UI Designer

At SocialSharks, a Prague-based company specializing in social media marketing, I contributed to helping brands and companies maximize their potential on social networks.

- Designing user interfaces for web applications and games for well-known brands such as Unicredit Bank, UEFA, Lidl, and BigShock.
- Developing graphic assets for Facebook and other social media platforms for numerous Czech and international brands.
- Creating graphic designs for print materials and other promotional materials.




Freelance & Outsource

Prague, Czech Rep · Aug 2011 – Jul 2014

UX & UI Designer

During my Master's studies in the Czech Republic I continued to work as a freelance UX and UI designer. My clients include MSD, Mastercard, Bud, Hoegaarden, and more.

- Designing UI for promo websites for brands including Mastercard, MSD, Bud, Hoegaarden.
- Application design for Coca-Cola Belgium for Squaremelon Belgium.
- Creating graphic designs for print materials and other promotional materials.

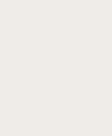
Continue on the page number 4 

Education



Bachelor of Visual Arts

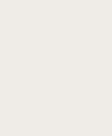
Kyiv National University of Construction and Architecture · 2007 – 2011 · Kyiv, Ukraine



Master of Media and Sociology

Metropolitan University Prague · Prague, Czech Republic · 2013 – 2015 · (unfinished)

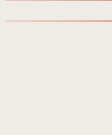
Skills



Design Team Lead

My main responsibility is to lead a team of designers to create innovative and user-centered products that solve customer problems and meet business goals.

- Mentor Designers
- Collaborate with Engineers
- Establish design processes
- Communicate with CTO, CEO



User Experience & User Interface

I aim to provide best-in-class people-centered User Experience and Interface Design. I use the flows of Human Centered Design and Design Thinking methodology.

- Research and interviews
- User flows, wireframes, prototypes
- Handover to Engineers
- Continuous improvement




Design Systems

Design Systems offer unparalleled flexibility and speed, allowing me to quickly and easily reuse and adapt pre-existing design components to create new designs. This ensures consistency across all design assets and saves me valuable time.

- Create and maintain components
- Promote among Engineers
- Mentor and educate Designers

Tools

- Miro
- Figma
- Hotjar
- Analytics
- Maze
- Notion
- Invision
- Adobe CC

Continue on the page number 5 

Contacts



Philip Samarets

Name



+971 524 770 881

Personal Phone Number · WhatsApp · Telegram



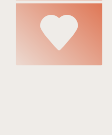
hi@philipsamarets.com

Personal Email Address



www.philipsamarets.com

Personal Website



behance.net/486

Online Portfolio



Dubai, UAE

Current location

hi@philipsamarets.com +971 524 770 881

hi@philipsamarets.com +971 524 770 881

hi@philipsamarets.com +971 524 770 881

hi@philipsamarets.com +971 524 770 881

hi@philipsamarets.com +971 524 770 881