

# Hey, I'm Vadim, a brand and digital designer with 10+ years of experience building strong brands and scalable digital products.

● Available for freelance & full-time

## WORK EXPERIENCE

### Independent Designer

2017 - Current

Today, I work on digital projects at different scales. I design brands, products, interfaces, websites, and design systems for startups and established companies. I care about clarity and long-term thinking. For me, design is a practical way to shape products, strengthen brands, and support growth over time.

### Lead Designer @ Bosonet Ltd.

2012 - 2017

I was the sole UI/UX designer at a software company, working mainly with B2B clients. I led projects from initial briefings through workshops, research, user flows, wireframes, and final designs—balancing aesthetics with usability to create effective, user-centered platforms.

### UI Designer @ Yousites, Inc.

2011 - 2012

I began my UI design career at a startup building a drag-and-drop website builder. As the sole designer, I worked closely with the launch, development, and product teams to create prototypes, layouts, and responsive designs, while delivering all necessary interface assets.

## SKILLS

Product Design  
UX Design  
UI & Visual Design  
Branding  
Creative Direction  
Design System  
Generative AI

## TOOLS

Figma  
Photoshop  
Illustrator  
After Effects  
Midjourney  
Higgsfield  
Pen & Paper

## LANGUAGES

Hebrew  
Russian  
English

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