RUSLAN KREYMER | UX | UI | Product Design

Digital product designer with a computer science and interaction design background and 10+ years of professional experience.

KREYMERS.COM
ruslan.kreymer@gmail.com

Apr 2022 – Present

Product Designer

Adyen | Amsterdam, the Netherlands

May 2020 – Present

Co-Founder, Product Designer

Product Book Club | Amsterdam, the Netherlands

— Product Book Club is a service for people to discuss product-related books. I have been driving product design from intial idea to running MVP.

Apr 2019 – Mar 2022

Product Designer, CRO Lead

Philips | Amsterdam, the Netherlands

— Leading redesign and conversion optimization of the Philips website. Defining UX around the digital experience of Philips products. Design of internal AB testing tools, building global optimization guidelines, organizing workshops and trainings, defining processes.

Nov 2019 – Dec 2021

Founder, Product Designer

HeroPractice | The Hague, the Netherlands

— HeroPractice is a simplest digital platform for individuals to manage clients. I have been driving product from ideation to implemetation.

Oct 2015 – Mar 2019

UX Designer

Booking.com | Amsterdam, the Netherlands

— Designing landing and registration experience for property owners and hoteliers resulting in 500K new properties worldwide in 2017 (↑30%)

— Designed referral program, travel guides, contributed to design system.

Oct 2013 – Oct 2015

UX Consultant

Eindhoven University of Technology | Eindhoven, the Netherlands

— In collaboration with European Union, Philips Lighting, StudyPortals, Dutch National Traffic Center completed 5 UX research projects.

Feb 2013 – Sep 2013

Interaction Designer

Doctor Web | St. Petersburg, Russia

— Developed a new version of the antivirus browser extension Dr.Web Link Checker (Chrome, Firefox, Safari, and Opera) with more than 150K users.

— Designed new version of Dr.Web antivirus application (Android, 700K users).

Jan 2011 – Sep 2013

Product Designer, Co-Founder

Goodroads.ru | St. Petersburg, Russia

— Product design for geoinformation system for auto drivers that measures road quality using a mobile device. Startup was noticed by Google.

Jul 2010 – Jan 2013

Creative Developer

Digital Design & Docsvision | St. Petersburg, Russia

Expertise

Product design

Visual design

Interface design

Interactive prototyping

HTML & CSS

Javascript

React.js

Node.js

Wireframing

User research

Presentation

Usability testing

Data analysis

Tools

Notebook & pen, Whiteboard, Sketch, Figma, VS Code, Git, Adobe Photoshop, Invision, Adobe / Google Analytics

Education

Human-Computer Interaction
Professional Doctorate
Eindhoven University of Technology

Computer Science
Master
St. Petersburg Institute of Technology

Awards

Opera Startup Awards
Goodroads | 2011

Start UP Sauna Awards
Goodroads | 2011