

Vlada Kishikova

UX/UI Product Designer

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UX/UI Product Designer with 7+ years across healthcare, cloud technology, eCommerce and events. My branding and marketing background pays off twice: visual craft with five industry awards behind it, and design systems that hold up beyond the product screen – in campaigns, email and retail. I take products from idea to production: I designed and vibe-coded the portfolio site and the live product on it myself.

Skills

Product: UX/UI design, user flows, wireframing, interactive prototyping, journey mapping, usability review, UX research, accessibility

Systems: Design systems, design tokens, component libraries, iconography, illustration systems, brand guidelines

Communication: Landing pages, campaign assets, product communication, email and social media design, responsive web design

AI and code: Vibe coding, AI-assisted design workflows, Figma to production: interface, data, deploy

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Cinema 4D, Claude Code, ChatGPT, Midjourney, Jira, Confluence, Asana, Google Analytics

Experience

Senior Designer, RamSoft

December 2024 – February 2026

Global healthcare software, radiology

- Designed interfaces, page structures and user flows for healthcare products and customer-facing web platforms, holding accessibility standards.
- Turned a site of one-off pages into a design system within the existing CMS and templates, with no developer time – one type scale, spacing grid, palette and icon set; new pages assemble from existing components.
- Redesigned the blog – readers stay 51% longer than the site average (GA4, 70,000+ blog views).
- Scaled the system to section landing pages: the AI landing reads 82% above the site average, the download center 63%, the partner catalogue six times (GA4).
- Created social media templates – three months on LinkedIn: 104,745 impressions, up 23.5%.
- Carried the brand across web, digital products and physical spaces, including conference booths.

Lead Designer, Azbuka Vkusa

April 2022 – December 2024

eCommerce and retail

- Led brand and experience design across eCommerce, retail, social, outdoor, email and in-store touchpoints; contributed to a 7% revenue increase.
- Built and evolved the design system – guidelines, templates, asset libraries, reusable components; production time dropped 25%.
- Mentored four designers: quality control, concept development, visual guidelines.

Lead Graphic Designer, Timepad

April 2021 – May 2022

Event and ticketing platform, B2B and B2C

- Led the end-to-end rebrand: public website, product interface and marketing channels under one design system.
- Created layouts, user flows and wireframes for event organizers and attendees.
- Developed the visual language: page templates, typography system, illustration style and 3D direction.

Senior Communication Designer, Cloud.ru

November 2019 – April 2021

IaaS, PaaS and ML platform

- Designed an internal B2B cloud platform for non-technical users: UI concepts, user flows, responsive web.
- Conducted user and competitive research to inform platform design decisions.
- Developed the corporate identity, illustration and graphics; built visual guidelines for consistent use across teams.
- Streamlined briefs for external contractors – 30% more projects finished without overloading the team.

Lead Communication Designer, Pichesky

February 2014 – November 2019

Digital agency

- Developed visual systems and campaign concepts for Google, Nestlé, Unilever and BMW.
- Delivered design for global clients across FMCG, automotive and tech on agency deadlines.

Education

Moscow State University of Printing Art – Bachelor's degree, graphic design

2008 – 2014

Courses

Vibe Coding Master, Wannabe – product spec, UI kit to production, auth, databases, APIs, AI features, deploy 2026

SUPERPOWERED UX/UI, Wannabe – JTBD, CJM, service blueprints, wireframes, UI kits, handoff 2026

Graphic Designer, Wannabe 2021

Web Design, Moscow Digital Academy 2017

Awards

Silver Mercury – Gold, Best of Branding; Bronze, Best Marketing Campaign (Art Director) 2024

The World's Best In-House Teams – Bronze (Art Director) 2023

Red Apple – Shortlist, Label and Packaging (Creator, Designer) 2023

Young Glory – Shortlist (Creator, Designer) 2021

AD Stars – Crystal (Creator, Designer, Illustrator) 2019