Vlad Balashov
Product designer

vladbalashoff.com
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801.724.1078

Experience

Product designer   Apr 2019 - present
Bluehost / www.bluehost.com

Increased user engagement in one area of the product by 23% through collaboration, user research & experimentation. Launched 3 new products generating the business approx. $70K/month. Currently leading customer interview initiative and working on the new design system.

Product designer   Jan 2019 - Apr 2019
RizePoint / www.rizepoint.com

Created seamless brand experience by unifying design for marketing website and product through research & analytics. Created mock-ups & wireframes for new components and UI elements in the design system. Worked with PMs to communicate future product vision to the company.

Web designer   Jul 2018 - Dec 2019
Brew City Marketing / www.brewcitymarketing.com/

Designed and built websites for local businesses using WordPress. Built 10+ sites from scratch. Serviced 100+ websites on regular basis. Collaborated with a team of designers, developers and project managers to ensure websites meet business' goals.

Product designer   Jan 2018 - Dec 2019
Brigham Young University-Idaho / www.byui.edu

Worked on design, product strategy and research of a tool that receives 2+ million visits a month. Conceptualized and redesigned a student portal that is used by 60,000+ students on daily basis, focusing on both user needs and business objectives.

Skills

Research	Design	Tools	Languages
Ideation	Sketching	Figma	English
Interviews	Wireframing	Adobe XD	Russian
Surveys	Prototyping	Sketch App	Finnish
Usability Testing	UI Design	Invision	
Analytics	Design System	Pendo	

Education

Brigham Young University-Idaho   **April 2019**
Bachelors Degree in Web Design & Development

Seudun Koulutus Keskus, Finland   **April 2010**
Associates in Touristic Services Management