

Profile

Dima is a self-taught digital product designer with 6+ years of experience, who employs user-centred design principles in his design process. He is very empathetic and business oriented.

 Dima Davidoff
 London
 07402549326
 dima.davidoff@icloud.com
 <http://davidoff.work>

Hard skills

IT Consulting

Consulting clients on design, technology and best solutions to create products and achieve business goals.

Team management

Building and managing teams of designers and developers to create products for clients.

Product thinking

Defining problem, target audience and solution before designing any product features.

UX

Conceptualising and designing friendly and transparent user experiences.

UI

Creating high-fidelity component based visual designs and design systems based on atomic design methodology with Figma and Adobe XD.

Product Management

Defining business goals and target audience, writing user stories, creating roadmaps, managing a Backlog.

Web hosting

Maintaining DNS, file management, access management, emails, anti-spam, subdomains, redirections and SSLs.

Branding

Helping companies look, talk and act in a recognisable and scalable way.

Project documentation

Communicating with clients and gathering information to write comprehensive project documentation.

Project scheduling

Creating project schedules with stages, milestones, tasks, required effort and cost.

Interaction design

Defining interaction strategy. Creating goal-driven positive usability with psychology, design patterns and iterations.

User research

Discovering problems and opportunities through various qualitative and quantitative methods of user research.

Engineering

Developing prototypes and front-end interfaces with HTML, CSS, Javascript, jQuery, React, React Native, Wordpress and PHP.

Data Analytics

Using data analytics to make data-driven design decisions with surveys, Google Analytics, Amplitude, Mixpanel and Hotjar.

SEO

Optimising web content and front-end code base to be inline with SEO best practices.

Copywriting

Writing value propositions and call to actions, problem solvers, touching and informative web content.

Soft skills

Communication

Being aligned with expectations and key decisions. Developing trust within the team.

Teamwork

Solving project complications through collaboration and playing to everyone's strengths.

Leadership

Inspiring and motivating the team to achieve objectives and work hard during complex work cycles.

Empathy

Empathising with shareholders, team members and end-users. Learning their challenges, frustrations and motivations.

Employment

Digital Product Designer

CURRENT

Trinity College London

Designing better user experiences for an exam assessment board using user-centred design principles. My daily tools are: Miro, FigJam, Figma and Notion.

UX/UI Designer / Founder

CURRENT

Lion Ninja

Responsible for managing projects and designing solutions for startups. Created 3 end-to-end projects with focus on user onboarding and eCommerce based on Wordpress.

UX/UI Designer / Co-founder

2016 - 2019

Mate and Mate

Responsible for managing projects and day-to-day activities of a startup digital agency. Built MVP solutions and product concepts for a number of startups.

IT Recruitment Consultant

2013 - 2015

Intuition IT

Responsible for contract and permanent recruitment within enterprise technologies for major corporations, manufacturers and consultancy firms.

eCommerce Manager

2009 - 2013

Cubetag

Responsible for researching, purchasing, pricing and publishing of computer related products at an eCommerce Wordpress website, eBay and Amazon.

Education

User Experience (UX) Design

2021

Google

Product development life-cycle, Design processes, Accessibility, Assistive technology, Design sprints.

Javascript/React.js

2020

Codecademy

JavaScript fundamentals or front-end and back-end development. React Components, the building blocks of all React.js applications.

Professional Product Ownership

2020

Scrum.org

Developing an understanding of the critical role that the Product Owner plays on the Scrum Team. Introduction to Agile Product Management and Product Ownership practices.

HTML/CSS/PHP

2017

Codecademy

Basics of HTML5 and start building & editing web pages. Style and visually organise HTML with CSS. Fundamentals of PHP

Bachelor of Business Administration

2011

University of Sunderland

Strategic management, Managing projects, Marketing strategy, Strategic management of human resources, Strategic accounting, Contemporary business