



Victor Kaidan

USER EXPERIENCE DESIGNER

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OVERVIEW

A passionate UI/UX designer with a proven experience of creating elegant effective and efficient UX solutions, implemented in intuitive human-centered user interfaces.

Adept at design thinking methodology. Researched, prototyped and designed a range of web and mobile apps demonstrated good performance with diverse audiences and conditions of use.

WORK EXPERIENCE

Product designer

2018 – present | “WalkMe” - Tel Aviv

Principal Product designer

2015 – 2018 | “Smartlend” - Tel Aviv

Responsible for the full cycle of user experience and product design for a range of the company's products - user research, development of interaction models and UX flows, wireframes and prototypes, usability testing, mockups and UI design.

Among other things:

- Developed UX & UI design of an application for POS terminals and smartphones, which received an enthusiastic feedback from stakeholders and allowed the onboarding of “difficult” users with significant savings in resources at retraining.
- Increased the conversion by 107%, reduced the bounce rate by -64% and improved users' engagement on a complex application form that was a crucial stage of the user flow.
- Designed a number of dashboards and iOS / Android business apps that allowed managers to track KPIs on-the-go with significant time savings.

Design Team Leader, CRO Manager

2012 – 2015 | “Toyga” - Tel Aviv

Directed marketing and UI/UX design, conducted design research and Conversion Rate Optimization (CRO).

- Led the design team, guiding and training them through the design thinking methodologies, what improved KPIs of the creatives produced by the team.
- Created a range of high-converting designs, that generated over 400k of new users and about \$12M of the company's income.
- Conducted conversion optimization where achieved a 20% - 100% uplift in landing pages' conversion rate (up to 482%).

PORTFOLIO

www.kaidanv.com

SKILLS

Interaction Design;
Interactive & Rapid Prototyping
Invision, Marvel, Proto.io, Balsamiq,
Mockplus, POP, Axure, etc.

User Interface & Visual Design
Adobe Creative Suite (Photoshop,
Illustrator, XD, After Effects,
InDesign), Figma, Sketchapp, etc.

User-Centered Design (UCD) &
Conversion-Centered Design
(CCD) methodologies

Design Management

Market & User Research,
Usability Testing

Information Architecture (IA)

HTML / CSS / Javascript

Design-Development
Collaboration Tools
Zeplin, Sympli, Realtimeboard, etc.

Web Analytics
Google Analytics, Clicktale,
Yandex.Metrica, Hotjar, etc.

A/B testing & Conversion
Optimization
Optimizely, VWO, Unbounce, etc.





Web / Graphic / UI Designer

2010 – 2012 | Independent contractor

Design consulting; Web & mobile user interface design and branding – designed websites, landing pages, CMS, brand identity and print materials for a range of clients from domains of healthcare, social, real estate, e-commerce, education, etc.

Senior Graphic & Web Designer

2008 – 2010 | “Logo Studio” Web agency - Tel Aviv

Visual and UI design - developed websites, promo pages, advertising campaigns and corporate identity. Coordinated the multi-disciplinary team of designers, programmers and content writers to obtain a product quality meeting business goals and user needs.

Graphic Designer ... Art Director

2002 – 2007 | “Brandprint”, “Prospect Print” - Chisinau

EDUCATION

The High School of Arts and Design
1991 – 1994, “A. Schusev”, Chisinau, Moldova

MSc in Biotechnology
1995 – 2000, State University of Moldova

Course of graphic design and branding
2000, Chisinau

Course “The effective influence in advertising”
2001, Chisinau

Course “Introduction to Entrepreneurship for IT-projects”
2015, Microsoft Academy, The National Open University “Intuit”, Russian Federation
– studied the business aspects of product design and project management in software development

Specialization “Machine Learning”
2017 (In progress), University of Washington, Coursera
– studying the basics of predictive analysis and artificial intelligence engineering, Python and ML frameworks (Graphlab Create).

LANGUAGES

English | Full proficiency

Hebrew | Full proficiency

Russian | Mother tongue

Romanian | Intermediate

CONTACT

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