Victor Kaidan

UX | PRODUCT DESIGN LEADER

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SUMMARY

With 20 years of expertise in multifaceted design realms, including complex-systems UX, B2B/B2B2C/B2C environments, and AI-driven products, I'm driven by a vision of shaping the future through intelligent, human-centric technologies.

As a seasoned leader, I guide design teams to deliver impactful solutions, leveraging design thinking and data-driven methodologies. My track record showcases a consistent ability to drive tangible results, fostering business growth through innovative design strategies that align user needs with strategic business objectives.

Work Portfolio:

www.kaidanv.com

WORK EXPERIENCE

Product Design Director

2021 – present

Sisense | B2B2B/C, BI & Embedded Analytics; 500+ employees

- Spearheading the strategy and execution of Product Design across the company's portfolio. Accountable for the UX aspects of the product roadmap, delivering user-centric solutions and driving business objectives as an integral part of the Product team.
- Lead the product design of a new product line as part of the company's strategic shift into a PLG model, with a focus on enhancing self-service capabilities and improving user onboarding and adoption through AI driven functionality.
- Mentor and guide the product design team, fostering collaboration with cross-functional teams and applying design-thinking methodologies.

Lead Product Designer

2020 – 2021

Sisense

- Led the product design of highly complex projects, ensuring cohesive and impactful user experiences across the platform.
- Directed the development and integration of the Design System and coordinated the creation of the component and styles library to establish design consistency and efficiency.

Senior Product Designer

2018 – 2020

WalkMe | B2B2C, Digital Adoption Platform; 500+ employees

- Charged with the end-to-end UX/UI design of the WalkMe Mobile platform, later also leading major UI design enhancements to the Core product.
- Spearheaded the WYSIWYG editor redesign, achieving an 800% increase in user workflow efficiency and elevating the product to market leadership in flexibility and functionality.
- Conceptualized and designed a further optimized version of the Editor, increasing productivity by over 150% for users with limited technical and design skills.

SKILLS

User Experience Design

- User-Centered Design (UCD)
- Conversion-Centered Design
- Information Architecture (IA)
- Interaction Design
- User Interface & Visual Design
- Design Thinking Methodologies
- Prototyping and Wireframing
- Mobile and Responsive Design
- Design Systems

Leadership and Management

- UX Strategy
- Product-Led Growth (PLG)
- Lean UX Design
- Design Management
- Team Management

Data-Driven Design

- Market and User Research
- Usability Testing
- A/B Testing and Conversion Optimization

Emerging Technologies

- Product / Web Analytics
- HTML / CSS
- Design-Development Collaboration
- Agile Methodologies
- Generative AI Tools and ML

Principal Product Designer

2015 – 2018

Smartlend | B2B, B2C, Fin-Tech; 20+ employees

- Led end-to-end product design lifecycle for a variety of the company's B2B and B2C products, including user research, UX flows ideation, wireframes and prototypes, usability testing, interaction patterns, and hi-fidelity design.
- Designed an application for POS terminals and mobile phones, allowed onboarding of low-skilled users with significant savings at retraining.
- Achieved a 107% increase in conversion, reduced the bounce rate by 64%, and improved user engagement at a critical sensitive stage of the user journey.

Design Team Leader, CRO Manager

2012 – 2015

Toyga | B2C, Fin-Tech; 200+ employees

- Directed the design team through design thinking methodologies, resulting in improved KPIs for the creatives produced by the team.
- Created high-converting designs that generated over 400k new users and about +$12M income (~40% of anual revenue).
- Achieved an average 115% (up to 482%) uplift in landing pages' conversion rate through conversion optimization techniques.

Web / Brand / UI Designer

2010 – 2012

Independent contractor

Web & Brand Designer, Art Director

2002 – 2010

Various Advertising/Web agencies

LANGUAGES

English	- Full proficiency
Hebrew	- Full proficiency
Russian	- Native
Romanian	- Intermediate

EDUCATION

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

MSc in Biotechnology
1995 – 2000, State University of Moldova

Course "Design and branding"
2000, Chisinau

Course "The effective influence in advertising"
2001, Chisinau

Course "Introduction to Entrepreneurship for IT-projects"
2015, Microsoft Academy

Course "Machine Learning"
2018, University of Washington, Coursera