

# Dima Davidoff

A senior design technologist with 9+ years of experience in product design and front-end engineering, who employs user-centred design principles in his day-to-day problem solving.

Open to hybrid and remote work in London, UK and worldwide

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## Hard skills

### Product thinking

Building products that focus on solving user problems while aligning with business goals.

### UX

Designing and optimising the overall interaction between users and a product, ensuring that it is intuitive, efficient, and enjoyable.

### UI

Creation of visually appealing, intuitive, and functional interfaces that enable users to interact seamlessly with digital products.

### Design systems

Creating, managing, and implementing a cohesive set of standards, principles, and reusable components that guide the design and development of digital products.

### Usability testing

Evaluating how easily and effectively users can interact with a product or system by observing real users as they attempt to complete tasks.

### User research

Systematic investigation of users' needs, behaviours, motivations, and pain points to inform product design and development.

### Design ops

Streamlining and optimising design processes within an organisation to enhance collaboration, efficiency, and overall design quality.

### Front-end engineering

Building the visual components of web applications that users interact with directly, ensuring an engaging and responsive user experience.

## Soft skills

### Business context

Actively finds business insights needed for their work, using people from outside and inside their team. Helps teammates to understand the business.

### Empathy

Constantly pushes for a better understanding of the needs and perspectives of those outside their own viewpoint.

### Adaptability

Can take problems outside their skillset and quickly adapt to solve them. Helps other peers to do the same.

### Design vision

Capable of shaping the product vision and defining design's role within it, while confidently presenting that vision to stakeholders. Supports product and business teams in developing strategies across multiple time horizons.

### Breaking down complexity

Comfortable in larger, more complex problem spaces. Able to simplify complexity both on their own and when explaining to others.

### Communication

Communicates with the entire organisation, helps others in the team to communicate better.

### Leadership

Effectively manages a small team and attends meetings on their behalf. Follows through on commitments regarding work, rewards, and time.

### Stakeholder management

Proactively shares relevant information, including difficult news, with internal and external stakeholders. Adapts to different personalities and maintains strong relationships with key stakeholders.

## Employment

### Product designer

2022 - CURRENT

loveholidays

Enhanced the post-booking experience for holidaymakers across both web and mobile platforms, contributing to a 4% increase in customer retention over two years, from 30% to 34%. This growth was driven by a customer-first approach, focusing on refining the journey after a booking was made. I designed and implemented user-friendly tools and forms within the CX CRM platform, which streamlined customer interactions and support processes. These innovations enabled more personalised communication, simplified issue resolution, and contributed to a reduction in average handling time (AHT) while improving overall customer satisfaction. These efforts were integral to the company's broader CX strategy, focusing on long-term customer engagement and loyalty. As part of this strategy, I also developed clear a design vision to enhance communication between the customer service team and customers, ensuring a seamless and cohesive experience. Explored the use of AI-driven services to optimise booking searches and customer support interactions. Enhanced the online chat functionality and user interface, improving usability and overall customer satisfaction.

### Product designer / co-founder

2019-2021

Modelsider

Developed a cross-platform community app specifically for fashion models, facilitating user registration and account verification through Instagram. The app empowers models to share and rate their experiences with various modeling agencies, providing valuable insights for others navigating agency feedback. Ratings are organised and categorised by agency, allowing for easy comparison and reference. Emphasising a smooth onboarding process was crucial to ensure a seamless experience for newcomers, ultimately delivering a world-class user experience.

### Product designer / co-founder

2015 - 2017

Mate and Mate

Developed an on-demand booking system for a home services startup in LA, delivered as a web app. Designed the scheduling and payment management system for handyman bookings. Additionally, built an online courses platform for a VC fund, enabling users to book and take courses, while allowing creators to upload, publish content, and manage payments.

### eCommerce manager

2009 - 2013

Self-employed

Reselling various products on eCommerce marketplaces like eBay and Amazon. Conducting market research, listing management and purchasing.

### Digital product designer

2021-2022

Trinity College London

Designed a comprehensive booking system for a network of exam centres, enabling students to seamlessly book group exam sessions online. The system streamlined the scheduling process with real-time availability updates, automated notifications, and secure payment options. It was tailored to accommodate different exam types, centre capacities, and student preferences, ensuring an efficient and user-friendly experience for both exam administrators and students. Led the creative direction for a wide range of digital assets, ensuring cohesive and impactful visual communication across various platforms. Spearheaded the introduction of cutting-edge design tools and methodologies, fostering innovation and streamlining design processes within a global education business. Collaborated closely with cross-functional teams to align creative strategies with business goals, enhancing brand presence and delivering high-quality, visually engaging content that resonates with diverse audiences across the education sector. Focused on staying ahead of design trends to continually improve both the aesthetic and functional aspects of all materials produced.

### Product designer / founder

2017-2021

Lion Ninja

Designed a mobile app for a real-time taxi hailing service in Dubai. Developed a multilingual e-commerce website using a headless CMS to enable efficient content management. Additionally, designed a minimalist, responsive website for finding lost dogs using AI-powered image recognition, providing users with a streamlined process for creating and posting ads. Conceptualised an engaging onboarding experience for a remote recruitment platform and online mentoring community, aimed at improving user adoption and simplifying the onboarding process.

### IT recruitment consultant

2013 - 2015

Intuition IT

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

## Education & certificates

### Fundamental product certification

2023

Fullstory

Learn how to use behavioural analytics and the Fullstory platform to create better digital experiences through session replays, metrics, conversions, funnels, and journeys.

### Introduction to psychology

2021

Coursera

Introduction to topics such as perception, communication, learning, memory, decision-making, persuasion, emotions, and social behaviour.

### Digital business diploma

2018

Tech city

Build your brand. Plan marketing. Succeed with social media. Speak like an entrepreneur. Win customer loyalty. Launch and grow digitally. Measure performance. Master startup finance.

### Professional product ownership

2017

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

2016

Codecademy

Basics of HTML5 and start building and editing web pages. Style and organise HTML with CSS. Understand the fundamentals of PHP.

### Front end development libraries

2021

freecodecamp

Styling websites with Bootstrap and Tailwind, expanding CSS with Sass. Creating powerful one page applications with React and Redux.

### Design systems

2020

Memorise

Design tokens. Maintain and scale a design system. Structure layouts. Reusable components and sets. Implement design patterns and governance.

### User experience (UX) design

2018

Coursera

Product development life-cycle. Design processes. User research practices. Data analyses. Interaction design. Usability testing. Collaboration and handover.

### Javascript and React.js

2016

Codecademy

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

### Bachelor of business administration

2011

University of Sunderland

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