

BORIS BEL

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of creating user-friendly designs that help businesses grow, improve customer satisfaction, and make processes easier. Recognized for quality work on platforms like Awwwards and Behance.

EDUCATION

Synergy University

Web Design

September 2010 - August 2014

Bachelor's degree

TECHNICAL SKILLS

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator

Prototyping & Collaboration: Figma, InVision, Miro

Web Development: HTML, CSS, JavaScript, WordPress, Webflow, Squarespace, Shopify

Design Systems: Development and maintenance of scalable design systems and style guides

User Research & Testing Tools: Maze, UserTesting, Hotjar, Google Analytics, Browserstack, XCode

Project Management Tools: Jira, Trello, Asana, Notion

Platforms & Integrations: Klaviyo, Shopify, CMS platforms (WordPress, Webflow)

Professional Experience

MageMontreal

Senior Product Designer

Calgary, Canada

April 2023 - Present

Improved the company website, increasing user engagement by 30% and conversions by 20%.
Created custom e-commerce features, boosting successful checkouts by 25% and lowering bounce rates by 15%.

Self Employed

Senior Product Designer

Calgary, Canada

October 2022 - April 2023

Designed websites and mobile apps that improved user retention by 35% and task completion rates by 40%.
Worked closely with clients to build designs that raised customer satisfaction by 25%.

Grishin Robotics

Senior Product Designer

Brussels, Belgium

February 2022 - October 2022

Updated the investor website, leading to a 40% increase in engagement and 35% longer visits.
Developed a clear brand style, helping grow investor interest by 30%.

Forbes Russia

Middle Product Designer

Kyiv, Ukraine

October 2020 - February 2022

Created landing pages and mini-games that increased campaign engagement by 45%.
Designed social media graphics that boosted follower numbers by 30%.

Dartmouth College

Middle Product Designer

Kyiv, Ukraine

October 2018 - October 2020

Designed an AR app for the Hood Museum of Art, increasing user engagement by 40% and cutting onboarding time by 25%.
Built a CRM system for curators, reducing exhibit management time by 50%.

Geex Arts

Middle Product Designer

Kyiv, Ukraine

May 2018 - October 2018

Improved a bank's personal account interface, increasing efficiency by 30% and cutting navigation mistakes by 20%.
Enhanced user experience, boosting satisfaction ratings by 25%.

SmartAVI*Junior Product Designer*

Designed AV management tools that improved team efficiency by 35% and reduced task times by 30%.
Made systems easier to use, lowering errors by 25%.

Kyiv, Ukraine*June 2014 - June 2018***PIM Group***Junior Product Designer*

Worked on WordPress websites, speeding up page loads by 40% and improving conversions by 20%.
Improved designs across platforms, increasing customer engagement by 30%.

Moscow, Russia*June 2011 - June 2014*