

VLAD FILON

UX DESIGNER

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SUMMARY

I am a UX/UI Designer working at the intersection of interface design, brand systems, customer experience, and commercial thinking.

My background — including an MBA and an ongoing MSc in Human-Computer Interaction — helps me approach design through both business context and human behaviour. I focus on clear visual communication, structured interfaces, and design decisions that make sense beyond the screen.

Because I maintain a practical understanding of front-end constraints, I design with implementation in mind. I respect engineering realities and create disciplined, structured interfaces that are clear for development teams to build and viable in real-world environments.

AREA OF EXPERTISE

User Research	Prototyping & Wireframing	Human-Computer Interaction
Experience Design	Graphic Design	Cross-functional Collaboration
Interface Design	Usability Testing	Visual Consistency & Accessibility

PROFESSIONAL EXPERIENCE

UX/UI Designer, independent

Nov 2024 - Present

- Brand identity & logo design — creating consistent visual systems that reflect business values
- Web & landing pages — crafting responsive, conversion-oriented experiences for marketing and product sites.
- SaaS / CRM platforms — designing intuitive dashboards, workflows, and interfaces that simplify complex data.
- Mobile design — building clear, engaging UI for iOS and Android apps with attention to usability and accessibility.
- UX research & testing — analyzing user behavior and iterating designs based on feedback and data
- UI kits — developing reusable interface elements to maintain consistency and speed up design

UX/UI Designer (Part-time), VixDev – Studio

Apr 2025 - Mar 2026

- Conducted market and user research to inform UX decisions for startup SaaS products and web applications
- Designed dashboards, user flows, and intuitive interfaces tailored to early-stage product needs
- Aligned product features with healthcare standards while enhancing overall usability and accessibility
- Created responsive layouts optimised for desktop, tablet, and mobile, ensuring consistency across devices

Co-Founder & CBO in Pharmacy Retail, My Eco Pharmacy

Apr 2018 - Sep 2023

- Brand Strategy and Visual Identity – Developing brand strategy and creating a visual identity. Conducting market research to inform brand decisions. Maintaining brand consistency across platforms and materials
- Marketing and Social Media Management – building the brand’s presence. Creating engaging content. Developing and implementing marketing campaigns
- Public Relations and Communications – managing client communications. Organising charity events. Establishing partnerships with influencers and industry experts
- Business Growth – Contributed to the expansion of the pharmacy network by identifying high-potential locations, coordinating store openings, and ensuring a cohesive brand experience across all branches.

Marketing & Social Media Manager, My Pharmacy

Dec 2016 - Sep 2019

- Planned and executed digital marketing campaigns, boosting brand awareness and engagement
- Managed social media strategy, content creation, and community growth across multiple platforms
- Collaborated with designers and copywriters to produce promotional materials and seasonal campaigns.
- Conducted competitor research and audience analysis to inform marketing decisions
- Supported the launch of new pharmacy locations through targeted local campaigns

Graphic Designer (Part-time), My Pharmacy

Jun 2014 - Oct 2017

- Created visual materials for print, digital, and in-store marketing campaigns
- Designed packaging, POS materials, and brand assets aligned with company identity
- Collaborated with marketing and retail teams to maintain consistent brand communication
- Developed advertising visuals that improved customer engagement and store visibility
- Supported the early stages of brand identity development that shaped the company’s eco-friendly direction

EDUCATION

Master of Science in Computer Science (HCI & Design), Woolf Inc.

Nov 2024 - Nov 2026

MSc program combining research and hands-on design practice. Focus on human-computer interaction, user experience design, and applying scientific methods to solve real-world product challenges

UX/UI Design Course, GoIT Academy

May 2024 - Nov 2024

Comprehensive program focused on building practical UX/UI skills — from user research and wireframing to visual design, prototyping, and presentation of design solutions

MBA, International Business Institute

Sep 2018 - Feb 2020

Association of MBAs (AMBA). Focused on product development, startup management, and business metrics. Gained hands-on experience in teamwork, strategic planning, and market analysis.

LANGUAGES

- English – B2 (Upper Intermediate)
- Ukrainian – Native