



Dima Demian

product designer

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Work history

Eliza AI

Product designer 2023–Present

Responsibilities

Research

Conducting research on users, competitors, patients, and the market to identify insights and opportunities for the product.

Ideation

Generating range of ideas and exploring different design solutions to solve problems and meet user needs.

User experience (UX)

Designing the overall user experience of the product, including the user interface (UI), information architecture (IA), and user flows.

Prototyping

Creating prototypes of different types to test and validate design concepts with users, patients and stakeholders.

Visual design

Designing the visual elements of the product, including typography, color, imagery, packaging, multi-media etc.

Interaction design (IxD)

Creation of intuitive and seamless experiences that enable users to achieve their goals and complete tasks with ease.

Collaboration

With cross-functional teams including PMs, QAs, engineers, and stakeholders, to ensure the design aligns the business goals and implementation.

Testing

Conducting usability testing and gathering feedback to iterate and improve user and patient experience and the UI design itself.

Communication

Communicating design concepts and decisions to team members and clients through presentations, documentation, and other means.

Continuous learning

Keeping up with industry trends and best practices, and continuously learning and developing skills to improve my knowledge as a product designer.

Accomplishments

- Conducted in-depth AI-powered research on the mental health market in the US, providing valuable insights that informed strategic decisions.
- Enhanced multiple service processes through continuous research and collaborative efforts, resulting in improved efficiency and effectiveness.
- Maintained ongoing and effective communication with the business team, ensuring alignment and synergy between design initiatives and overall business goals.
- Designed and created the company's brand website for marketing purposes, contributing to a cohesive and impactful online presence.
- Crafted user-centric flowcharts to ensure a smooth and intuitive journey for platform users.
- Designed the web UI from scratch for the Minimum Viable Product (MVP), incorporating user feedback to create an intuitive and functional interface.
- Established a comprehensive design system, providing a consistent and cohesive visual identity across all aspects of the platform.
- Worked closely with development, front-end, and QA engineer teams to ensure the successful implementation of design elements and maintain design integrity.

- Created and tested numerous prototypes, facilitating iterative improvements and usability enhancements through A/B testing.
- Improved platform accessibility, implementing enhancements to meet industry standards and ensure inclusivity for users with diverse needs.
- Developed a series of compelling pitch decks for investors, effectively communicating the company's vision, value proposition, and growth potential.
- Set up and utilized analytics tools, including Google Analytics, Hotjar, and others, to gather valuable insights into user behavior and inform data-driven design decisions.

Harmonize Health

Product designer 2019–2023

Research, ideation, UX/UI, prototyping, interaction design (IxD), visual and multimedia design, testing, collaboration and communication

Accomplishments

- Developed sophisticated portal's web UX/UI for top healthcare providers, including Intermountain Healthcare, Choice Medical Group, MedStar, P3 Health Partners and Stanford Health Care, resulting in improved user engagement and satisfaction.
- Designed complex user pipelines, such as Case Management, Enrollment and Consent pipelines, streamlining the user journey and improving overall process efficiency.
- Designed a modular and intuitive mobile app for patients and their caregivers, available on both Android and iOS platforms, incorporating key features such as Program and Medication adherence, enhancing user experience and accessibility.
- Significantly improved user interaction with the web portal and app, resulting in increased user and patient retention and loyalty.
- Program's and Medication's adherence features for both web and mobile platforms, helping patients better manage their health and treatment plans.
- Designed a visually compelling and customizable Patient dashboard, incorporating charts and other data visualization tools, to provide patients with a comprehensive overview of their health status and progress.
- Produced numerous multimedia presentations, tutorial videos and onboarding materials, using engaging visuals and clear messaging to educate and guide users through complex processes.
- Developed a variety of high-quality illustrations, printing materials, and 3D images, contributing to the overall visual appeal and effectiveness of the web portal and app.
- Established and optimized testing and analytics processes, using leading tools such as UserTesting.com, Google Analytics and Amplitude, to continuously monitor and improve the user experience and overall performance of the platform.
- Design system created for both web and mobile app

Turisto

Head of design 2017– 2019

Team leading, Project management, Research, Ideation, UX/UI, Prototyping, Interaction design (IxD), Visual and multimedia design, Testing, Collaboration and Communication

TMG

CEO & CDO 2009– 2018

Product management, Research and development, Ideation, Client communication, Creative development, Collaboration with cross-functional teams and supervision

Most of Design

Art director & Co-owner 2006–2009

Project management, Ideation, UX-UI, Prototyping, Graphic and multimedia design, 3D development and Animation, Programming, Collaboration and Communication

HAVAS

Creative director / Art director 2003–2006

Project management, Ideation, Sketching, Crafting, Graphic and print design, 3D development, Photo, Illustrating, Story & Script writing

Skills & tools

Design

- Figma
- Sketch
- Axure RP
- Origami Studio
- InVision
- Zeplin
- Illustrator
- Photoshop
- InDesign
- XD
- Animate
- Premiere
- After Effects
- Maya
- Cinema 4D
- Rhino

Programming

- Python
- Javascript
- jQuery
- HTML / CSS
- Bash
- Visual Studio Code
- Chat GP

Education

CGI school

Autodesk Maya Fundamentals
Python & MEL programming course 2005

Language

- English (Upper intermediate)
- Ukrainian (Native)
- Russian (Native)
- Polish (Limited working proficiency)

Kirovohrad regional institute of management and economics

Industrial design bachelor's degree 1996–2001

Osmerkin artist school

Artist / Painter 1991–1996