HAIFA, ISRAEL

Vladislav Golovach
Lead UI/UX designer / Art director

For 15 years I was the lead designer and art director of the first usability company in Russia, wrote books and Bodies of Knowledge on UI and UX design, performed hundreds of design and research projects for desktop, web, and mobiles, taught course on ergonomics and usability — and yet my craft is still fresh and rewarding for me.

I work both as single do-everything-guy and in a team but prefer teamwork. I manage people but prefer to rely on a dedicated manager. I do apps, responsive web and purely desktop products, but having just a single medium is nicer. I design casual/simple apps and complex systems but really shine on the latter. I'm fluent both in UI and UX but believe that good UX/service design beats flashiest of UI every day (and yet being ergonomist to the bone, I'm also a graphic designer myself).

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Experience

2017—now Owner & Product designer at Kulturvolk
MOSCOW, RUSSIA > HAIFA, ISRAEL

Personal UX and UI design practice. Note, that although my current business is thriving, I'm winding down all my activities with it so I will not be encumbered after obtaining a permanent position.

- Primarily worked as an outside product designer for a realty service (spn24.ru) and for analytics service for media (Index.ru).
- Performed several medium-to-large UX and UI projects for other companies (CRMs, security service, business automation and more).
- Was also working on corporate identities (missed this type of work for years!).

2001—2016 Co-founder, art director, and lead UX designer at Usethics
MOSCOW, RUSSIA

Usethics became the first UI design and usability testing studio in Russia. We specialized in designing complex systems with serious ergonomic requirements. At the time of my departure studio has grown to 25+ designers and usability researchers. The portfolio includes the Big Three of Russian telecom companies (Beeline, MTS, MegaFon, dozens of projects for each), Sberbank (biggest Russian bank; also 5 smaller banks to boot), government agencies of Russia (Ministry of Taxes and more).

- Defined and designed hundreds of applications, mobile apps, sites and services (some as the sole designer and some as art director).
- Performed first-ever commercial usability tests in Russia and oversaw complex user research projects.
- Obtained first-hand experience with a widest range of domains: banking and fin-tech, telecom, government and VAS services, manufacturing and ERP systems, intranets, retail automation, etc.

Skills

UX design
UI design
Art directing
Usability testing
User research
Publication design
Graphic design
Tutoring
Public speaking
System Analysis

Tools

Figma
Sketch
Zeplin
Balsamiq Mockups
Invision
Flying Logic
Affinity Publisher
Adobe InDesign
Camunda Modeller
Plectica
TechSmith Morae

- Designed for diverse tech and usage contexts: desktop software and mobile apps, web/responsive, touch terminals/ATMs, voice menus.
- As a partner and art director managed/tutored up to 8 designers at a time. Dozens of designers and researchers tutored by me now occupy top spots in Russian internet companies.
- Worked on projects for international companies (eBay, Paypal, Microsoft, TUI).
- Lead the development and wrote ⅔ of the Russian state educational standard on UI design and UX research.
- For decade taught a course on UI design and ergonomics.
- Did dozens of speaking gigs (World Usability Day etc.).

1999—2000 Information Architect at Altermedia
MOSCOW, RUSSIA

IA work and design documentation for a couple of overly complex sites including the Bank of Russia.

1995—1999 Graphic designer at Paragraph-Interface
MOSCOW, RUSSIA

I started as a graphic designer and ended at localization and technical communication for software (Microsoft, Corel, Novell) and medical equipment (Siemens, Hewlett-Packard). Got the first taste of UI design working on scanner software for Samsung.

Personal projects

Main author and project leader in the volunteer Body of Knowledge The Interface builder's professiogram. Also wrote several books:

- My two books on UI design (2001, 2008) became the first original works in Russian on that domain. Both books lead hundreds of readers to successful professional careers in UI design and ergonomics.
- Books on design history and culture (2014, 2017, second also in English) got shining reviews and fine ratings on Goodreads. And the second one even sells which is rare uncommon for brainiac books!

Education

Bachelor of Science in CS & IT from KU Brussels (Moscow / Brussels, distant, 1999). Business process modeling with BPMN (Moscow, 2017).

Languages

English (fluent), Russian (native), Hebrew (kzat level, but improving), a bit of Italian (stalling).

Hobbies and interests

Reading on history and culture. Biking. Pre 1800-th music, exotica and Italian funk. Browsing Wikipedia for random weird and useless facts. Computer games with a story. Writing stuff down in style. Designing without Helvetica. Are you reading this? Also, Italy in general and in particular.

Membership

ACM SIG CHI, Russian Association of Ergonomics. ●

Deep knowledge

Interface design

UX design

Usability and ergonomics

User research

Information Architecture

Design history

Book design

Professional principles

Users are not me; do the bloody research.

Good UI today is bad tomorrow; improve daily.

'Trendy' is a rather low aim compared to 'Classy'.

User satisfaction turns to loyalty, loyalty tomorrow beats APRU now.

Though of and adequate design goals are at least half of success.

There are no shortcuts in anything, including design.

When in doubt, consider published research. ●