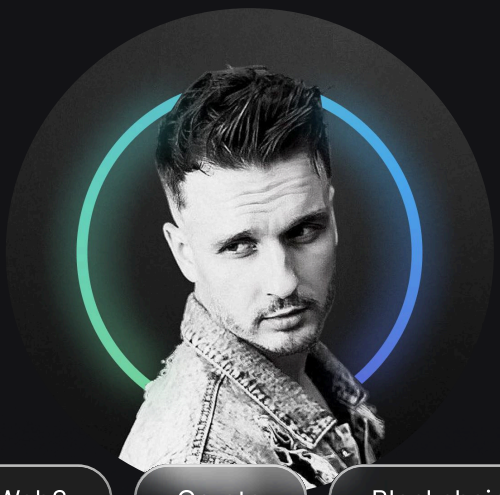
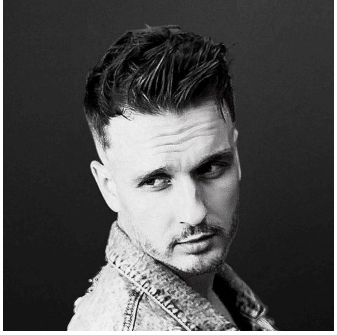


Web3 | Crypto | Blockchain | DeFi | AI

Roman Chinikailo

| Brand | Art | Creative |
| Head of Design | Lead UI/UX & Product Designer |

2025



Roman Chinikailo

Head of Design,
Lead UI/UX & Product Designer

Professional Summary

Experienced Head UI/UX & Product Designer with 9+ years of experience. During all this time I've collaborated with cross-functional teams crafting intuitive interfaces for both Web3 and Mobile Apps, built and managed Design Processes on the projects, closely communicating with Stakeholders and managing a team of UX/UI, 3D, and Motion Designers and.

Focused on creating Brand Strategy and UI/UX Design for Web3 products. As an Art Director and Creative Producer, I have launched and refined Crypto&Blockchain and AI products. Effectively bridging the gap between Strong Business Vision and the Visual Language of products.

UI/UX

- UX Discovery Phase
- Research
- Low and High-fidelity Prototyping
- Ideation & Design Concept phase
- Design System & Components
- UI Delivery and Review
- A/B Testing & Data-Driven Design
- Collaboration with Dev Team
- Leading of Design Team

Brand/Product

- Brand Strategy
- Market Research
- Brand Identity and Messaging
- Developing Brand Guidelines
- Leading of Creating Visual Assets
- Presentation

Tools

- Figma, Sketch, Adobe CC
- Axure RP, InVision, Zeplin
- JIRA, Confluence
- Miro, LucideChart, FigmaJam
- Slack, Teams
- Discord

Languages

- English - B2
- Belarusian - Native
- Russian - Native

Education & Trainings

- 2025, Crypto - Fundamental and Technical Analysis
- 2022, Business Tools - Group Management Basic
- 2021, Business Tools - Mentoring
- 2016, IT Mine - Usability and UX
- Master's Degree - Faculty of Economics, University of Entrepreneurial Activity
- Specialist Degree - Faculty of Industrial and Civil Engineeringl, Minsk State Building College

Contacts

E-mail: romateog@gmail.com
LinkedIn: roma-teo
Telegram: @romateo
Instagram: @roma_teo

Experience

SMART Blockchain

Apr 2022 - Oct 2024

Dubai, United Arab Emirates
Remote

Brand Manager | Art Director

- Crafting and executing Brand Strategies to build and grow brand awareness and equity.
- Understanding market trends, consumer behavior, and competitors.
- Overseeing Marketing Campaigns and ensuring they align with the brand's image snd goals.
- Develop Brandbook and Company Identity
- Plan, organize, and oversee Design Processes and Visual Language for products
- Collaborate with Stakeholders to clarify and define visual identity products
- Coordinate with the Design Team (UI/UX Designers, Motion, 3D)

ULTIMA Ecosystem

Dec 2017 - Oct 2024

Dubai, United Arab Emirates
Remote

Lead UI/UX & Product Designer | Brand Designer

- UX discovery phase: Identify Business Goals, Define User Need, Establish Key Performance Indicators (KPIs)
- Research: Competitive Analysis, Surveys and Interviews, Personas Creation, User Flow/Screen Flow
- Low and High-fidelity Prototyping
- Ideation & Design Concept phase
- Collaboration with Marketing Team to ensure cohesive branding.
- Collaboration with Dev Team
- Leading of Design Team

LetsExchange

May 2024 - Sep 2024

Hong Kong
Remote

Product UX/UI Designer

- Led the development of the Exchange Widget on CryptoExchanger, identified key weaknesses, and implemented user-focused design solutions.
- Developed and integrated a token-based design system, ensuring seamless front-end integration.
- Re-design of UI design of Exchange Widget based on iOS guide and Bento-UI

Coherent Solutions

Jan 2015 - Oct 2023

Minneapolis
Remote

Senior UX/UI & Product Designer

- Designed Internal Projects - CSI Bulgaria Website (September 2018 – May 2021), Coherent Website Rewrite (June 2017 – May 2021), Staffing Manager (February 2015 – April 2015)
- Worked on Client Projects - JRNY | Nautilus (May 2022 - May 2023), Life Fitness – Connected Strength (July 2021 – May 2022), Sympatic – Sympatic Prototype (July 2021 – May 2022), Rocky Mountain Health Plan [RMHP] (May 2018 - May 2021), Aleran Platform (February 2020 – April 2020), Anytime Fitness – Healthy Contributions (June 2018 – July 2018), Chamberlain - Garmin (December 2017 – January 2018), Graco – Matrix 4 (July 2016 – January 2017)
- Low and High-fidelity Prototyping
- Ideation & Design Concept phase
- Collaboration with Dev Team

I agree to the processing of personal data provided in this document for the purposes of the recruitment process in accordance with the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation).

Roman Chinikailo, 2025