



# George Birman

Senior UX/UI Designer

+31 6 14731777

georgebirman@hotmail.com

georgebirman.com

[LinkedIn profile](#)

## Profile

User-centered UX/UI Designer with expertise in bridging user goals and business needs through innovative design solutions. Skilled in wireframing, prototyping, and usability testing, with a diverse portfolio spanning startups to complex financial tools. Currently leading design efforts at a marketing agency, mentoring interns, and ensuring cohesive, user-focused project execution.

## Experience

### Business Development Specialist - Hestiva

February 2025 - Present

- Managed and optimized Hestiva accounts, aligning product offerings with user needs through strategic outreach and market analysis.
- Collaborated with design and developer teams to refine platform interfaces, ensuring seamless user experiences and driving platform growth.

### Senior UX/UI Designer - LeadMind Agency

February 2024 - January 2025

- Expanded team from 4 to 11 members, resulting in a 4x increase in productivity.
- Spearheaded 8 major projects in 2024, including a new application, real estate investment platform, and multiple website rebrandings.
- Facilitated collaborative design workshops with stakeholders and developers, ensuring cohesive user experiences and accessibility compliance.
- Emphasized accessibility in all design handoffs, ensuring inclusive user experiences.
- Optimized design-to-development handoff, reducing time by 40% through clear documentation and iterative processes.

### UX/UI Designer - LeadMind Agency

July 2022 - January 2024

- Conducted user research, competitive analysis, and usability testing to refine digital products.
- Streamlined design processes using Figma, Notion, and Canva for wireframing, asset creation, and prototyping.
- Translated research insights into detailed user personas to guide ideation and craft tailored design solutions that meet user needs and expectations.
- Provided constructive feedback to developers, improving design implementation accuracy to 89%.
- Guided an international development team of 6 members, streamlining cross-functional collaboration and reducing project timelines by 10%.

### UX/UI Designer (Freelancer) - Tanaruz

October 2021 - June 2022

- Designed an intuitive mobile configurator interface for a 3D-printed riverboat app, reducing user error rates by 40%.
- Developed high-fidelity wireframes and prototypes using Figma, enhancing user interactions and aesthetic appeal.
- Delivered final designs 2 weeks ahead of schedule, enabling extended testing and refinement phases.

## Education

### Bachelor of Communication and Media Design (CMD)

September 2018 - July 2021

The Hague University of Applied Sciences.

## Languages

- Russian (Native)
- English (Fluent)
- Dutch (Fluent)
- German (Beginner)

## Skills

- User Experience Research
- Market Analysis
- User Interface Design
- Branding
- Product Design
- Wireframing
- Prototyping
- Interaction and Motion
- Frontend Coding

## Tools/Technologies

- Figma
- Spline
- Adobe Suite
- Webflow
- WordPress
- HTML/CSS
- CMS
- SEO
- User Testing
- ClickUp
- Notion

## Certifications

- Microsoft Suite
- Design Thinking
- Data Visualization & Storytelling

## Hobbies

- AI & Tech Conferences
- Multilingual Learning
- Cycling & Swimming
- Traveling