

Ruslan Hrekov

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About Me

I'm a multidisciplinary designer and product engineer who loves bringing ideas to life, whether that means coding a cloud-based web app or mapping out the physical installation of a complex commercial lighting system. Over the past 6+ years, I've specialized in digital product design and human-centered systems, but I also have a strong technical background in physical environmental design. I don't just design interfaces. I understand the engineering, data, and logic behind them, allowing me to bridge the gap between creative vision and real-world execution.

What I Do Best

- **Engineering & Hardware:** Designing and installing low-voltage LED systems, calculating electrical loads/voltage drops, and technical blueprint drafting for outdoor and indoor corporate signage.
- **Product & Tech:** Full-stack development with Next.js, database and authentication architecture via Supabase, API integrations (Stripe, Twilio, Resend), and building automated, AI-driven content pipelines.
- **UX/UI & Design:** End-to-end interface and experience design, wireframing, building scalable design systems, and running user/market research.
- **My Tool Stack:** Figma, Adobe CC, Framer, Miro, React, Git, and terminal/CLI automation tools. CorelDRAW / AutoCAD (for technical blueprints and vector cutting paths), digital multimeters, soldering stations, LED controllers, power supply diagnostic tools, and precision hand/power tools for fabrication and mounting.

My Journey

UX/UI & Product Designer | PIMU Services, Cyprus

2021 – 2024

In this role, I researched and designed complex digital products, focusing on investment platforms, e-commerce, and mobile apps. I looked after the entire pipeline - from the first client brief to generating concepts, wireframing, prototyping, and setting up the core design libraries. I also helped pull together the tech side of the projects, consulting on front-end and back-end hiring and making sure our design-to-development handoffs were as smooth as possible.

Graphic Designer (Marketing) | ITOMYCH STUDIO, Ukraine

2022 – 2023

I worked hand-in-hand with the marketing team to turn business and campaign goals into highly engaging visual content. My day-to-day involved analyzing campaign requirements, designing presentations, and creating eye-catching assets for publications and social media. I focused heavily on opening up quick, clear communication channels between design and marketing, which helped us launch campaigns much faster and with better results.

UX/UI & Product Designer | *Berlin Labs LLC, Kharkiv, Ukraine*

2018 – 2021 (Full-time)

I spent three years driving design management and product strategy for e-commerce sites, corporate webs, and mobile financial applications. My work was heavily rooted in market research; I mapped out user flows, created clean prototypes, and provided continuous post-launch support and documentation to ensure the engineering team could implement the designs perfectly.

Signage & Lighting Designer | *Aladdin Advertising Agency*

2012 – 2013

At Aladdin, I specialized in designing and engineering outdoor lightboxes (lighted sign boxes) and complex commercial signage. My day-to-day involved creating detailed structural blueprints and mapping out the electrical layout for internal illumination. I was responsible for calculating voltage drops and specifying the exact power supplies needed for low-voltage LED and neon systems, ensuring high durability and premium visual impact for storefronts and facades.

Signage & Environmental Lighting Designer / Systems Technician

2010 – 2012

I worked in physical and spatial design, managing outdoor advertising and architectural lighting projects. I designed, engineered, and personally installed custom low-voltage LED signage, storefront displays, and interior/facade accent lighting. This was highly technical, hands-on work where I was responsible for drafting structural blueprints, wiring diagrams, and running precise calculations for electrical loads, voltage drops, and wattage requirements to guarantee the safety and energy efficiency of every installation.

Education & Credentials

- **University of Michigan (2024):** Completion Certificate in User Experience Research and Design.
- **Crimean Humanitarian University (2005 – 2010):** Bachelor's Degree, Faculty of Aesthetic Education.

Languages

- **English:** Intermediate
- **Ukrainian:** Native / Fluent