KIRILL BALANDIN

Design UI Lead

Valencia, Spain
hey@balandin.design
balandin.design

FOCUS

Hands-on UI Design Lead with 8+ years of experience across product UI/UX, mobile games, and marketing creative. Equally comfortable managing multi-squad design operations and multi-brand Figma libraries, or working as an autonomous Senior IC. Fast at stepping into unfamiliar domains, sorting out broken processes, and shipping production-ready products using Figma, AI-connected workflows, and DevTools.

EXPERIENCE

iGaming Software Company

May 2024 – Present

Design Lead — Jan 2026 – Present

- Coordinated 5 design squads (around 20 people) supporting 100+ live brands and launching new products from scratch across Product UI, Mobile Games, and Marketing.
- Ran ~40 interviews, hired 10 designers in 6 months, rewrote onboarding so new hires delivered their first task independently; 2 promotions within 6 months.
- Secured 100% on-time release delivery across squads, mitigating operational bottlenecks and infrastructure disruptions with zero launch delays.

Senior UI Designer — May 2024 – Jan 2026

- Designed data-heavy iGaming products from discovery to release, focusing on core user flows, VIP loyalty mechanics, and player retention.
- Maintained multi-theme Figma libraries across 100+ white-label brands; automated routine with plugins, Figma agents and a company-wide AI rollout.

Lociya — Senior Designer

Oct 2022 – May 2024

Led UI/UX across B2B enterprise portals, mobile apps, and commercial web products while mentoring junior designers and establishing team UI standards.

Yandex Practicum — Interface Design Reviewer (Part-time)

Aug 2022 – Apr 2023

Reviewed student projects, providing practical feedback on UI/UX, component architecture, and usability.

CreativePeople / Humbleteam — Interface Designer

Jul 2021 – Sep 2022

Designed mobile loyalty apps, IoT account ecosystems, fintech landing pages, CRM interfaces, and e-commerce platforms for international clients.

Earlier Experience — UI/UX & Web Designer

Jun 2018 – May 2021

Built e-commerce platforms, catalog interfaces, internal design systems, CJM/USM maps, and brand visuals.

SKILLS, EDUCATION & LANGUAGES

Systems & Ops	Multi-brand Figma libraries (Variables, Component Libraries), DesignOps, Design QA, Jira / Confluence.
AI & Handoff	AI-connected design & prototyping workflows (Claude + Figma MCP), design-to-code handoff, live CSS/DOM tweaks via DevTools.
Craft & Research	Product discovery, CJM, USM, usability testing, Game UI, Adobe CC (Photoshop, Illustrator, After Effects).
Education	Management & Modern Communications — Russian State University for the Humanities (RSUH, 5 years).
Languages	English (B2) · Russian (Native)