



Denis Landin

Senior Product Designer · Service Design

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INTERESTS

- Product Management
- Behavior Change
- AI experience design
- Education projects

01 - CAREER

Experience

Freelancing

2025 - present

Service designer

Luxury brand
Customer research and strategy.
Personas, CJM, Benchmarking.

UX design for French media

Maagfrance.fr
Conception and design system.
Customer research.

External Lecturer

Media University
Topics: UX/UI, AI, design process, user centered design, design system

UX Designer/ AI Researcher

Overseas Medical Centers

2024 - ongoing

Sole designer + researcher, patient side.

- Surfaced a trust paradox (patients trusted a human doctor over an AI) and put clinician feedback at the center.
- Designed the patient-side product (mobile + desktop); dev team implemented in React.
- creating and managing service blueprint

Co-founder

Fabrika Berlin

2023 - 2024

Together with a partner, I co-founded a project-based educational initiative in Berlin dedicated to bridging the gap between traditional schooling and the future of work.

- Assembled a multidisciplinary team of **6 professionals**, expanding the program to **5+** disciplines.
- Launched and managed website and social media channels, increasing inbound inquiries by **40%**.
- As lead facilitator, delivered **10+** workshops to **100+** students on AI, AR, and design thinking.

Strategic Designer

Berylls Digital Ventures (BDV)

2022 - 2023

I developed product solutions for consultancy clients.

- Joined the process of restructuring the internal allocation platform — reframed the problem, co-created with stakeholders and users, delivered UX/UI at speed (**Mercedes**).
- Led product strategy for an internal platform, now a commercial SaaS under Berylls (**Elyvate.ai**).

Service/UX Designer, Design Researcher

FH Potsdam

2020 – 2022

As a UX designer and researcher, I was responsible for transforming complex systemic therapy methodologies into a supportive digital tool for pregnant women.

- Led user research to uncover user needs and behavioral patterns.
- Designed the application's UX/UI (Android).
- Assisted in the FH Potsdam service design course and mentored design students.
- Pilot-tested the prototype with **100+** participants.
- Achieved **80–90%** positive usability feedback in pilot testing.

Senior Art Director

Kommersant Publishing
House

2007 – 2016

I was responsible for the visual and conceptual design of a number of magazines.

- Worked with cross-disciplinary teams, including editors, photographers, producers, designers, and subject-matter experts.
- Created and developed visual concepts.
- Led the design team.
- Mentored junior designers.

02 – LEARNING

Education

2021

The Fountain Institute

Advanced UX Design & Research course. Besides the basic set of methods the course has tackled system thinking, workshop design and facilitation.

2016 – 2018

KISD (Köln International School of Design)

MASTER'S DEGREE IN SERVICE DESIGN

My master's research focused on the intersection of several disciplines: service design, interaction design and psychology.

2005

London College of Communication

Tailored Magazine Publishing and Digital Photography Course.

1996 – 2002

MIREA (Moscow Institute of Radio Equipment, Electronics and Automation)

BACHELOR'S DEGREE IN ENGINEERING

Driven by an interest in programming and systems thinking, I studied management and informatics of technical systems.

03 – TOOLKIT

Skills

PRODUCT MANAGEMENT

- Agile working processes (Scrum, Kanban, design sprints)
- Facilitating and designing workshops
- Stakeholder management
- User research
- Wireframing
- Design system creation
- Establishing business & product metrics hierarchy
- Defining product vision, strategy, and roadmap in alignment with company goals
- Vibe coding with full control over the process

TOOLS



LANGUAGES

- English (business)
- Russian (native)
- German (B2)