

KIRILL BALANDIN

Full-Stack UI Design Lead (Lead / Senior IC)

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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 scaling multi-brand token systems, 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 up to 5 design squads (3–4 designers each) supporting 100+ multi-platform brands and launching new products from scratch; hired and onboarded 10 designers over 6 months.
- Stepped in to set up workflows and stabilize delivery across new and bottlenecked verticals, connecting Product UI/UX, Mobile Game Design, and Marketing Creative.
- Built an emergency task-tracking workflow during an infrastructure incident to keep releases moving without downtime, while scaling a unified multi-brand Figma token architecture.

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.
- Built and maintained multi-theme Figma variable structures and component libraries for white-label scaling, running live UI checks in browser DevTools during handoff.

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: Imperial & Tea Ocean – 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 architecture (Variables, Tokens, 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)