



Fedor Andryushin

UX / UI designer

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Profile

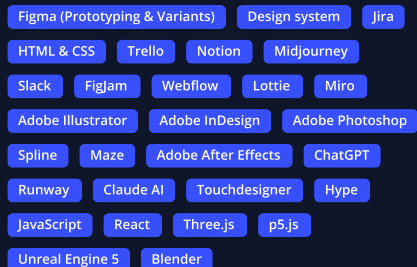
Product-oriented UX/UI Designer based in Hamburg with 5 years of experience across mobile, desktop, web, and brand. I specialize in designing intuitive interfaces and meaningful user experiences, with focus on full-cycle product design – from research and prototyping to implementation, supported by working knowledge of HTML/CSS, Java-based prototypes, and a solid understanding of APIs and backend logic

Skills and tools

Core Skills



Software & Technologies



Education

📅 Oct 2023 – Mar 2024

Hochschule Darmstadt

Master of Arts (M.A.),
Expanded Media

📍 Darmstadt, Germany 📊 GPA 1.4 (≈ 9.2 / 10)

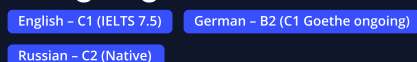
📅 Sep 2019 – Jul 2023

Higher School of Economics

Bachelor of Science (B.Sc),
Digital Design and Promotion

📍 Moscow, Russia 📊 GPA 1.7 (≈ 8.7 / 10)

Languages



Work Experience

Formary

UX/UI Designer (Full time-time)

📅 May 2024 – Sep 2025

📍 Stuttgart, Germany

Formary is a B2B startup that digitizes the ordering of custom thermoformed plastic parts for industrial companies

Led the full UX/UI redesign of Formary's thermoforming configurator – a production-level B2B tool

Cut task time by 35% and reduced user errors to 1.7 per session by simplifying input logic and restructuring user flows

Built a scalable, component-based design system in Figma using variables and variants to speed up prototyping

Raised user satisfaction to 8.25/10 and 8.5/10 by running usability tests, identifying pain points, and iterating

Higher School of Economics

UX/UI Designer (Full-time)

📅 Jan 2023 – Apr 2024

📍 Moscow, Russia

One of Eastern Europe's top-ranked research universities, known for innovation in education and applied sciences

Designed the UX/UI for an educational mobile game for children with dyslexia, in collaboration with 40+ linguists and neuroscientists from leading Russian institutions

Applied accessibility best practices and cognitive design principles to improve readability, navigation, and engagement

Built and tested interactive prototypes with target users, incorporating feedback from children and educators

After usability testing, children with dyslexia completed tasks 52% faster and asked fewer questions

Watt Production

UX / UI Designer (Part-time)

📅 Jul 2023 – Dec 2023

📍 Moscow, Russia

Creative studio specializing in 3D graphics, interactive installations, and immersive storytelling

Designed UI for largest interactive exhibits at the "Russia" Expo at VDNH, visited by over 11 million people during its run

Boosted return interactions on exhibits by 36% by refining visual hierarchy and clarifying interactive elements

Designed responsive UI for a mobile puzzle game, improving layout consistency and boosting interaction speed by 33%

Collaborated with 3D and motion teams to integrate UI into immersive environments on large-format displays

Freelance

UX / UI Designer (Full-time)

📅 Feb 2022 – Jan 2023

📍 Moscow, Russia

Worked with clients across industries, delivering end-to-end UX/UI design for web and mobile products

Completed 2 mobile app, 5 websites, and 2 landing pages, contributing to a 22% average boost in client conversion

Conducted user research and prototyping, reducing approval cycles by 30% through clearer wireframes and flows

Applied product thinking to optimize task flows, improve usability, and tailor MVPs to early market fit

Handled full design cycles from discovery to delivery, helping clients launch products faster and with fewer revisions

Park Production

UX / UI Designer (Part-time)

📅 Feb 2021 – Dec 2021

📍 Moscow, Russia

Leading video production studio specializing in high-end commercials and digital storytelling for major clients

Created a promo website using HTML, CSS, and vanilla JavaScript, fully responsive without frameworks

Increased time on site by 79% and boosted traffic 2.7× by restructuring layout and improving content hierarchy

Reduced homepage bounce rate by 42% by simplifying navigation and clarifying value proposition

Improved visual performance and loading speed by optimizing assets and writing clean, modular code

Fluffy Fluffy

Brand & Web Designer (Part-time)

📅 May 2020 – Sep 2023

📍 Moscow, Russia

Fast-growing dessert franchise with 16 locations across Russia, known for its Japanese soufflé pancakes

Built a complete brand identity system from scratch, including logo, visual language, packaging, and brand guidelines

Grew Instagram audience from 1,200 to 40,000 by producing motion ads, animated reels, and seasonal content

Improved marketing reach by designing print assets like subway banners, menus, in-store visuals across all locations

Led the design team during brand expansion, improving workflow efficiency and maintaining brand identity