

# Sergej Vavan

Senior Product Designer (UI/UX)

Cologne, Germany

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## Professional Summary

Senior Product Designer with 7+ years of experience designing complex web and mobile products across insurance, mobility, marketplaces, and digital platforms. Strong background in UX strategy, interaction design, design systems, accessibility, and cross-functional collaboration. Experienced in leading discovery, refactoring legacy systems, and delivering production-ready solutions that improve usability, efficiency, and business outcomes.

## Work Experience

### Senior Product Designer (Contract)

Flying Fish Tech B.V. – Rotterdam / Remote, Netherlands | Nov 2025 – Present

- Leading a full UX and UI refactor of a **10-year-old** operational admin dashboard used daily by **30+** Water Taxi operators in a live, time-critical environment.
- Redesigning complex trip management, scheduling, and live coordination workflows to reduce cognitive load and improve decision speed during active operations.
- Identified and addressed 15+ critical usability issues through system audits and stakeholder workshops, directly impacting daily operational efficiency.
- Introduced a clearer information hierarchy and interaction patterns, reducing task ambiguity and minimizing operator errors during peak usage.
- Collaborating closely with engineering and operations stakeholders to modernize the UI while respecting legacy system constraints and existing data structures.

### Senior Product Designer (Contract)

Bazarium (MVP / Accelerator Program) – Cologne, Germany | Oct 2024 – Dec 2025

- Led end-to-end product design for an early-stage marketplace MVP focused on item reuse and peer-to-peer exchange, from problem definition to investor-ready prototype.
- Defined the product vision, core value proposition, and MVP scope through market research, user interviews, and competitive analysis.
- Designed key user flows including onboarding, item listing, discovery, and swap interactions, balancing usability with technical feasibility.
- Collaborated with founders and mentors within an accelerator program to iterate on product strategy, positioning, and pitch materials.
- Prepared the product for MVP development and investor pitching, aligning UX decisions with scalability and future feature expansion.

### Senior UI/UX Designer

Whiskey Tango Foxtrot GmbH – Hamburg / Remote, Germany | Feb 2023 – Dec 2025

- Designed and optimized end-to-end insurance application flows used by **50.000+ users annually** across multiple insurance products.
- Led the design of a modular add-on flow, contributing to an **estimated 10–15% reduction in drop-off** at key decision points.
- Simplified complex form flows, **reducing average completion time by ~20–25%** for multi-step applications.
- Delivered **20+ high-fidelity prototypes and interaction specs** for lottery PWAs, implemented accessibility improvements aligned with WCAG guidelines, improving keyboard navigation and screen reader usability across core flows.

## UX/UI Designer

RADIKANT GmbH – Cologne, Germany | Oct 2021 – Dec 2023

- Contributed to the design and rollout of a scalable design system supporting **dozens of brand assets and digital touchpoints**.
- Standardized UI components and workflows, **reducing asset creation and publishing time by ~50%** for brand-compliant materials.
- Improved cross-team consistency by aligning designers, developers, and brand stakeholders around shared UI patterns.
- Created documentation that **reduced onboarding time for new designers and developers by several weeks**.

## UX/UI Designer (Contract)

Flying Fish Tech B.V. – Netherlands | May 2020 – Aug 2020

- Conducted user research and stakeholder interviews to define requirements for an Uber-style booking MVP for Water Taxi Rotterdam.
- Designed and tested interactive prototypes with target users, validating core booking and payment flows prior to development.
- Contributed to an MVP that launched in 2021 and reached **~20,000 app downloads in its first year**, growing to **100,000+ downloads by 2026** as the product scaled.

## Core Skills

**UX & Product:** User-Centered Design, UX Strategy, Discovery, Information Architecture, Interaction Design, User Research, Usability Testing, Accessibility (WCAG)

**UI & Systems:** UI Design, Design Systems, Component-Based Design, Responsive Design, Prototyping (Low – High Fidelity)

**Collaboration:** Cross-functional Collaboration, Stakeholder Workshops, Agile / Scrum, Product & Engineering Handoff

## Languages

English – Fluent (C2), German – Professional Working Proficiency (B1/B2)

## Tools

Figma, Webflow, Adobe Suite, Figma Make, Lovable, Miro, FigJam, Google Analytics, HotJar