Vlad Malik

Portfolio: **vladmalik.com** | vladmalik@gmail.com | (647) 274-1511 | Toronto, Canada

Full-stack product designer. I help fast-moving teams to navigate complexity, prioritize, and ship, while deeply embedding human-centred thinking across the organization. I'm big on learning the customer's business and digging deep in customer interviews. I focus on solving the right problems, while pragmatically balancing time-to-market, development effort, and design quality. I value working together, chipping away at silos and minimizing hand-offs.

Skills

UI/UX Design (10 Years): Figma, Maze (remote testing), Rapid Prototyping, Miro, UX Writing

Discovery (15 years): interviewing buyers and end-users, business workflow analysis, A/B testing and statistical analysis, behavior analytics tools, research synthesis, presenting actionable insights

Design Leadership: customer-centered culture and practices, fostering cross-departmental relationships, design/research mentorship, design systems

Product & Technical: AI, Agile PM, customer/vendor/stakeholder relations, strategy workshops, breakdown/prioritization/user stories, opportunity trees, product briefs, roadmaps, HTML/CSS/JS

Work Experience

Founding Product Designer. Relay Platform.   07/2019 – 07/2024

- **Designed UI/UX** for our complex B2B SaaS Insurance platform & managed design backlog
- Helped secure **startup acquisition** and drive **50X growth** in 2014 by shaping quality product
- Streamlined reinsurance submissions (**50% time saving**), helped transact **million$ in premium**, and won top **industry awards**
- **As PM-Designer**: Shipped industry-leading **AI Assistant**, using Wizard of Oz **prototype** to validate and derisk; **supervised 2 engineers** to ship MVP and led go-to-market
- Championed customer-centric practices and **customer partnerships** for discovery/design
- Led highest visibility **cross-functional initiative** to refine customer profiles with Sales and CX partners to increase sales conversion success and slash backend onboarding time in half
- Implemented **lean design system** and processes to manage UX cohesiveness during growth

Full-Stack Interaction Designer. Linowski Interaction Design.   06/2013 – 12/2018

- Co-founded boutique agency specializing in CRO and A/B testing + SaaS pattern library: end-to-end design, copywriting, web development, and statistical analysis for B2C/small business
- **Invented new type of statistical calculator** to make experiment planning more intuitive

Business Process Analyst. Toronto Public Health.   05/2010 – 03/2013

- **Designed accessibility course** for the City's largest division (~2,500 employees)
- **Led requirements & ethnographic research** for high-profile web and digital transformation projects; won award for ChemTRAC, used by Torontonians to view emissions from local businesses; shadowed a city inspector and documented workflow requirements
- **Led major audit of internal services** – surveyed and interviewed program heads about gaps in IT services, presented big-picture maps and recommendations to executives

Enterprise IT/Logistics Consultant. Ideaca.   06/2007 – 05/2010

- Supported team in **discovery** and IT implementations: coal mine, manufacturing, insurance
- Built **training simulations** for warehousing/inventory, transport, and assembly

Mentorship & Community

Guest Judge. University of Toronto UX Program
Facilitator. Design thinking events at Centennial College, George Brown College
Meetups: DesignX**,** Design Leadership Summit, ProductTO

Education

BA in Linguistics (cognitive science). University of Toronto

From Last Employer

Edmund Lo, Relay Head of Product: "Exceptional designer who… led and spread the design culture within the organization by influencing not only the product/design/engineering team but also instilling user-centric culture in our support and sales teams. Vlad excels in user problem discovery, prototyping, hands-on customer research and validation… He balances solving the right problems with time-to-market, development effort, and design quality…"

Harry Porter-Mills, Relay Head of Technology: "Your focus on jobs-to-be-done and meeting users where they are has been a huge part of how we made it as far as we did."

Hobbies: sci-fi, kickboxing, motorcycles, guitar/piano/drums, mountain climbing, languages

Favorite Books: *Timeless Way of Building* on architecture/design systems; *Competing Against Luck* on jobs to be done, human-centered business strategy; *The Mom Test* on talking to customers