



Roland Simkus

Senior Product Designer

www.rolanddesign.net



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ABB

MARS



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JUMEX

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CONTACT

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HARD SKILLS

- UX/UI Design
- User-Centered Design
- Design systems
- Logo / Visual Brand Design
- Interaction design
- Wireframes & Prototyping
- CSS, PHP, HTML, JAVA, REACT
- Material Design & Human Interface
- User testing and UX research
- Claude, ChatGPT, Gemini, etc.
- Vibe Designing (AI)



SOFT SKILLS

- Empathy
- Clear communication
- Critical thinking
- Problem solving
- Creativity
- Good time management
- Curiosity
- Business needs understanding

DOMAIN EXPERIENCE

- Fintech,
- Travel,
- Telecommunications,
- B2B and B2C
- Marine industry,
- Entertainment
- SaaS

ABOUT ME

I am a creative and detail-driven UX/UI designer with **16+ years of experience** in B2B and B2C digital products. **Pro in design systems, Figma libraries and visual consistency.** I specialize in helping companies and startups create **exceptional digital products and strong brands.**

RECENT WORK EXPERIENCE

ABB

Senior Digital Products UX/UX Designer

ABB Turbocharging, Zurich, Switzerland, 2019 Aug - 2025 Jan

This business unit at ABB leads in manufacturing and maintaining turbochargers for diesel and gas engines, powering everything from hospital generators to large marine vessels engines.

- Maintained ABB's core design system to ensure consistency across platforms and led the UX/UI development of the ABB Customer Service Portal LOREKA, unifying diverse user groups—service, performance, and digital—into one cohesive platform with an intuitive UX.
- Designed and prototyped complex, data-rich dashboards and mobile-first interfaces for products such as the MXP Turbocharger Self-Maintenance App, reducing task time for field engineers by up to 30%.
- Collaborated daily with developers and product managers to align implementation and streamline delivery, maintaining pixel-perfect Figma libraries and scalable components.
- Conducted user research and real-world usability testing in marine and industrial environments, increasing task success rates by 25% and directly informing key UX improvements.

EQUIIS

Senior UX/UI Designer

EQUIIS, Zurich, Switzerland, 2017 Dec - 2019 Jul

Secure communications solutions company, developing software & apps for the enterprise.

- Designed secure communication apps and scalable Figma design systems for enterprise and law enforcement, including Dubai Police and their digital communications apps.
- Defined the full visual identity for chat app called – Flaim, including logo, typography, and design language, creating a cohesive brand system applied across web, mobile, and marketing assets.
- Conducted UX research and usability testing to guide product development for BlackBerry branded device communication apps.
- Collaborated closely with developers to ensure accurate implementation of visuals and UX behaviors, maintaining design integrity from concept to release.

● LANGUAGES

English - Proficiency, Mastery



German - Beginner



Russian - Intermediate



Lithuanian - Native



● AWARDS

2021

KREDA united credit union DAKAR Rally team.
Brand visual identity designed by me.
Info: <https://tinyurl.com/2kc52mva>

2016

WalletHub Mobile App Design.
Winner of September Awards,
bestmobileappawards.com

GetSHOPIN visual branding & web design.
Winner of grand prix award of
LOGIN.LT conference 2016

2017

Silver winner at TECH Design Awards,
betterfutureawards.com

● EDUCATION

Interaction Design Foundation
Master UX Designer Course, ISO 9241-210
2008 – 2009

Vilniaus Dailes Akademija
Bachelor's degree, Graphic DesignBachelor's degree, Graphic Design
2002 – 2005

● MY HOBBIES



Scuba Diving



Traveling



Stand-up Comedy



Swimming



Theatre



Photography



Cycling



DJing Music



Lead UI/UX designer

explorio , Vilnius, Lithuania, 2016 Nov – 2017 Dec

A travel and entertainment startup called explorio. Together with great international team we were building a decentralized travel reviews platform.

- Designed a travel reviews platform with a unified brand and scalable UI system.
- Led UI/UX for desktop and mobile, building Figma libraries and documentation.
- Developed and prototyped responsive user interfaces across platforms.



Senior UI/UX Designer

WalletHub.com, Washington D.C., USA, 2015 Apr – 2017 Feb

Leading fintech company helping users make financial decisions, offering free credit scores and daily-updated reports to over 2 million active users.

- Designed the award-winning WalletHub mobile app, enabling users to monitor credit scores, compare credit cards, and manage personal finances with ease. In 2016, the app won the Best Mobile App Award (September) and received a Silver TECH Design Award from Better Future Awards for its intuitive UX and impactful visual design.
- Developed design systems, UI components, and conversion-optimized user journeys. This improved onboarding and registration user flow by 17%
- Designed a suite of interactive financial calculators for WalletHub, focusing on clarity, usability, and responsive UI to help users make informed decisions on loans, credit cards, and savings strategies. Increased unique monthly visitor 12%



Visual & UI/UX Designer

Launchmen, Denver, USA, 2014 Nov – 2015 Mar

Marketing and advertising company with clients on board like Tony Robbins, Ali Brown, Arielle Ford, Candace Owens and Empower Network.

- Designed highly converting designs for various marketing campaigns. Supported the internal software developers in the further development of our web apps in the UX/UI area.



Creative Director & Graphic Designer

J TECH SOLUTIONS, www.jtechsolutions.com, Japan, 2011 Jun – 2014 Nov

Digital products including software development agency in Japan.

- Designed and updated product pages from concept to developer handoff. Ensured adherence to corporate design and visual guidelines. Maintained and evolved design systems, style guides, and shared assets.



Visual Designer & Agenda manager

KIWI CLUB, Klaipeda, Lithuania, 2008 Aug – 2011 May

- Created advertising and print designs for the nightclub's events. Maintained the club's website and mobile app. Developed event concepts and planned weekend agendas.



Visual Designer

PROFIS Group – zyro.com, Klaipeda, Lithuania, 2005 Sep – 2008 Jul

IT solutions company from Lithuania, focusing on Desktop and Mobile Apps development.

- Designed web & mobile solutions from wireframes to final visuals. Collaborated with clients, project managers, and developers. Served clients across real estate, manufacturing, and other sectors.