

Michael Browk

Head of Design in Travel Tech (UI/UX and Branding)

👤 Profile

As the Head of Design at Trevolution Group, I lead a team of 28+ designers working across multiple offices worldwide, delivering engaging and user-friendly designs for mobile and web platforms in Travel Tech

Details

Dubai
United Arab Emirates
+971502260407
design@michaelbrowk.com

Links

Personal Website
LinkedIn

Skills

Time Management
Leadership
Adobe Photoshop
Adobe Illustrator
Branding
Product Design
Communication
Agile Methodologies
Web Design
Adobe Creative Suite
Figma

Languages

English

Russian

📁 Employment History

Head of Design in Travel Tech (UI/UX and Branding) at Trevolution group, Dubai

May 2023 — Present

I lead a team of 28+ designers, including product and graphic designers, working across multiple offices worldwide in Travel Industry.

My responsibilities include:

- Leads a team of over 28 designers across multiple offices worldwide, including product and graphic designers;
- I developed and implemented individual growth plans for each designer through Competency Maps and Growth Plans;
- Introduced a grading system for performance evaluation in offices in Riga, Bangalore, and Dubai, ensuring standardization and fairness;
- Built an efficient hiring process for designers, attracting talented professionals to our team;
- Organized designers into product teams and created creative pairs of Manager+Product Designer, ensuring synergy and efficiency in work;
- Actively participated in business meetings and worked with the team on short-term plans, influencing the company's strategic direction.

Achievements

- Increased landing page conversions on ASAPTickets.com by 8% and payment page conversions by 11.9%, demonstrating significant improvements in customer engagement;
- Launched a gift certificate project that became a new profit source for the company, expanding our service offerings;
- Implemented A/B testing in email marketing, leading to a 17% increase in conversion and optimizing customer communication;
- Initiated the establishment of a design committee for graphic design, setting priorities and enhancing collaboration between managers and designers;
- Compiled guidebooks for each brand (12 brands) within the company and created a resource where everyone in the company can download logos, presentations, and more, standardizing brand assets and improving accessibility.

Head of design at Immigram, London

August 2022 — May 2023

My team and I were responsible for the whole design process on Immigram.io, we design SaaS-platform where every customer has an access. Me, my team, and I were in charge of the entire design process for Immigram.io. We designed a SaaS platform where every customer has access to tools that help them obtain Global Talent, O1, and nomad visas faster through AI technology, rather than in the usual way. Tools which help make Global Talent, O1 and nomad visa faster with AI than in unusual way

- Effectively managed a team of three designers focused on achieving strategic goals in product design, research and branding;
- Was a crucial leader in developing and implementing a design system that ensured the integrity and consistency of the visual style of the leading platform;
- Initiated and successfully implemented with the team an automated service using AI to collect documents for international visas, significantly increasing the convenience and accessibility of services for clients;
- We rebranded the company in collaboration with a leading agency, which increased brand awareness and attracted new audiences;
- Developed and launched a new corporate website based on Webflow, providing flexibility in content management and support for an active blog without additional development;
- Organized training workshops on best design practices to improve the professional skills of the entire team;
- I actively participated in technical documentation and collaboration with the development team, sometimes contributing programming to speed development;
- My team played a key role in the company's winning first place and a €1 million prize at a prestigious startup competition, which highlighted Immigram's innovation and potential internationally

Achievements

- Launching an automated AI service that simplifies obtaining international visas has become an essential contribution to digitalising the company's services;
- The company's rebranding and new website have significantly improved the visual experience and accessibility of Immigram's services to customers worldwide;
- Leadership and management skills have proven successful in motivating and developing teams and contributing to strategic planning and company growth.

Additionally

- First place on Product Hunt and victory in the startup competition, with a prize of 1 million euros, confirm the high appreciation of innovative solutions and strategic contributions to the company's development.

Reason for leaving

Under NDA terms

Senior Design Manager at Ozon, Moscow

November 2021 — August 2022

My team and i design the Social Commerce in Ozon

Primary Duties:

- Orchestrated, supervised, and facilitated the day-to-day operations of a design unit, directly overseeing a team of 8 designers;
- Managed various design aspects within the primary Ozon mobile application;
- Maintained a cohesive and consistent Ozon visual identity;
- Fostered effective communication and collaboration between design teams and other departments;
- Recruited, onboarded, motivated, assessed, and nurtured talent within the team;
- Contributed to the development of the company's design system;
- Utilized tools such as Figma and the Adobe Creative Suite for design projects.

Accomplishments:

- Established essential business processes and built a high-performing team;
- Demonstrated success in assuming the responsibilities of the department head during their absence, overseeing task allocation, workload distribution, and coordination of 32 team members;
- Created and implemented a performance evaluation system for my team, which was recognized as a best practice within the company;
- Enhanced professional expertise in the realm of marketplace management;
- Acquired experience in organizing hackathons, presenting at internal conferences, and participating in meetups;
- Strengthened leadership and managerial capabilities;
- Thanks to the live broadcasts in the product, which my team made, the company earned ~\$960,000 for one day on Black Friday;
- Thanks to Ozon's social commerce, the company started earning 8% more in the quarter.

Notable Projects:

- Initiated and produced a podcast catered to designers, available on iTunes and Yandex.Music;
- Developed and launched a new "Ozon Moments" app section, enhancing user experience.

Head of Design at Motify, Moscow

March 2020 — November 2021

Primary Duties:

- Orchestrated, supervised, and facilitated the day-to-day operations

of the design department, directly overseeing a team of 4 designers;

- Managed the recruitment, onboarding, motivation, assessment, and development of team members;
- Oversaw all aspects of design across Motify's projects and initiatives;
- Designed web platforms and mobile applications, ensuring a cohesive user experience;
- Developed and maintained the company's brand book and visual identity.

Accomplishments:

- Established essential business processes and cultivated a high-performing team;
- Actively participated in the development of the Motify product;
- Served as a mentor, providing hands-on support for the onboarding and professional growth of team members;
- Enhanced professional expertise in the realm of product promotion;
- Thanks to redesigning the registration, we increased the conversion to payment at the registration stage by 34% in 8 months. Several A/B tests were conducted, which allowed us to reach these numbers;
- Thanks to implementing the Design Review process, we identified key pain points and after making product changes, we increased the conversion to sign up by 17.5%.

Reason for leaving:

The company closed its operations.

Product Designer / Design Manager at Tinkoff

August 2018 — March 2020

Main Responsibilities:

- Worked on Tinkoff Business ecosystem products, including CRM, Mailing Builder, Online Accounting, and Website Builder;
- Conducted user experience research to inform design decisions;
- Collaborated with team members, designers from various domains, business clients, developers, and other stakeholders within the product development process;
- Enhanced key metrics across different product areas through targeted design solutions;
- Assigned tasks and monitored their execution, with one direct report.

Accomplishments:

- Gained valuable experience working on fintech products;
- Thanks to our product Tinkoff Business registers 15% new clients every month from our products;;
- Our clients sell goods on the Site Builder for \$560,000 per year.

Professional Growth within the Organization:

1. Lead Designer;
2. Product Designer.

Education

High, NRTC (College), Nizhniy Novgorod

September 2012 — June 2016

Graduated with excellent grades