

Philipp Balandin



Design Director | Architect of Digital Transformation

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EXECUTIVE SUMMARY

Design Director and Creative Leader with 12+ years of experience transforming heavy industrial logic and enterprise data into seamless, human-centric digital masterpieces. I specialize in refining the complex—bridging the gap between pure creativity, deep product analytics, and strategic business goals. With a proven track record of digitalizing entire corporate value chains and defending multi-stage investment budgets, I build not just interfaces, but unified cross-functional ecosystems and high-performing design cultures.

CORE EXPERTISE & THE ARCHITECT'S TOOLKIT

- Strategic Leadership: Cross-Functional IT Workflows, Digital Transformation, DesignOps, Stakeholder Alignment, Investment Pitching.
- Product Design & Methodologies: E2E Product Creation, Enterprise & B2B UX/UI, Atomic Design Systems, Design Thinking, Product Analytics.
- Influence & Soft Skills: Executive-Level Presentations, Team Mentorship - 7 years (20+ product designers/analysts, presentation and motion designers), Agile Culture Building, Conflict Resolution.
- Core Stack: Figma, n8n, AI CLI, Cursor/Antigravity, Adobe Creative Suite, Miro, Jira.

PROFESSIONAL EXPERIENCE

Feature (Startup Studio & Innovation Lab)

Founder & Design Director | Feb 2025 – Present

Founded a venture-building studio dedicated to launching life-enhancing digital products and providing high-end design solutions. I oversee the end-to-end product lifecycle - from market research and conceptualization to UX/UI architecture and AI integration.

- AI & Digital Agency Operations: Directing the creation of bespoke web and mobile applications for clients. Implementing advanced AI automation and developing specialized AI agents to optimize both business logic and user experiences.

Strategic Sabbatical & Independent R&D | Global / Remote

Independent Researcher & Career Pause | May 2024 – Jan 2025

After dedicating 7 years to architecting the digital transformation of a heavy-industry giant, I successfully fulfilled my core mission. As the corporate focus shifted from active innovation to routine maintenance, I took a planned, self-funded sabbatical to recharge and redefine my professional vector.

- AI Upskilling & Research: Deeply immersed myself in emerging Artificial Intelligence technologies, studying LLMs, AI agents, and AI-driven design workflows to stay ahead of global market trends.
- Recharging & Ideation: Traveled extensively with my family, drawing fresh creative inspiration and formulating the business models for my future B2C and FinTech startups.
- The Outcome: This period of strategic rest and intensive self-education provided the technical edge and vision required to launch my own venture-building studio, *Feature*, in early 2025.

Gazprom Neft, PJSC | St. Petersburg, Russia

Design Director / Creative Director | Sep 2017 – Apr 2024

Led the digital transformation of a heavy-industry giant, building a Design Center from the ground up with 3 divisions (Product UX/UI, Presentation, Motion/3D).

- End-to-End Value Chain Digitalization (The Industrial Ecosystem): Orchestrated the UX/UI architecture for over 100 interconnected digital products across the entire corporate value chain. Digitalized Upstream (offshore drilling, exploration), Midstream (Arctic logistics, LIMS), Downstream/Refining (digital twins, quality control), and B2C/B2B Distribution (retail loyalty, wholesale portals, aviation bunkering).
- The Prizm Design System: Launched and scaled the company's first industrial design system, fully compliant with strict GOST and HMI standards. Optimized cross-functional workflows, reducing concept-to-prototype development time by 50-70%.
- Product Lifecycle & Investment Strategy: Implemented a unified E2E product creation lifecycle (Idea → Committee → Research → Prototyping → Release). Successfully pitched initiatives to Investment Committees,

securing budgets and aligning PMs, analysts, designers, and developers within a single agile paradigm.

KBTU (Institute of Engineering and Information Technology) | Almaty, Kazakhstan

Lead Designer-Analyst | Jul 2016 – Jul 2017

- Designed architectures for high-load ecosystems, including dispatch centers and video walls for top-tier industrial clients (KazMunayGas, Titanium-Magnesium Plant,).
- Bridged the gap between business users and complex data, optimizing over 15 major business processes.

CREA lab. & Studio "KazDesign" | Almaty, Kazakhstan

UX/UI Designer / Fullstack Web Developer | May 2012 – Jun 2016

- Led comprehensive digital projects from client briefing to final code deployment (HTML5, CSS3, PHP, JS, Wordpress).
- Coordinated multi-disciplinary teams (copywriters, developers, designers), delivering complex B2B and B2C web projects with deep SEO and marketing integration.

INNOVATOR'S SANDBOX

- LevelUp: Developing a gamified B2C mobile application focused on personal development, bridging real-world challenges with digital avatars and dynamic monetization models.

EDUCATION & CERTIFICATIONS

- HiPo, Adizes Business Consulting (2022)
- Product Analyst, Yandex Practicum (2021)
- Bachelor's Degree in Information Systems, University of International Business (UIB), Almaty (2013)