

# Den Talalá

UX and Product Designer

I am a product designer with 15+ years of multidisciplinary experience. I create friendly user interfaces and digital experiences that solve customer problems and achieve business goals.

talala.info  
den@talala.info  
+31 627 31 6005  
Amsterdam, NL  
7 Dec 1988



## Experience

### De Bijenkorf

Mar 2022 ··· Dec 2023

debijenkorf.nl

Product Designer

Translating business needs into user experience and user interfaces for iOS and Android apps, a design system, and brand guidelines for one of the biggest fashion retailers in the Netherlands.

### HumanSignal

Dec 2020 ··· Mar 2022

humansignal.com

Principal Product Designer

User interface architecture, feature design, and a design system for a leading ML dataset labeling software.

### Freelance

Nov 2018 ··· Dec 2020,

dribbble.com/den

Mar 2006 ··· Oct 2011

2018 ··· 2020: user interface design, user experience researches, consulting, and design audits for various clients. 2006 ··· 2011: logos, branding, mobile game UI and app UI designs, and icons.

### TechOps

Aug 2017 ··· Nov 2018

techops.ru

Art Director

Art direction for B2C and B2B digital products, user experience and user interface design for mobile- and web apps, building design teams, and mentoring junior designers in a startup incubator.

### Edadeal

Apr 2017 ··· Aug 2017

edadeal.ru

Art Director

Art direction, user experience and user interface design for mobile apps (iOS and Android), a design system, building a design team, and mentoring junior designers for a leading discount aggregator for grocery stores within Russia.

### Yandex

May 2013 ··· Apr 2017

yandex.com

Principal Product Designer

User experience, user interface design, and a design system for web search service for smartphones, tablets, and desktops (web, iOS, Android) for the Russian search giant. Content-based image retrieval, related queries and graph search design, and cross-service integrations into web search (video, market, auto, cloud storage, multi-factor authentication). Mentoring junior designers at Yandex design school.

### 2GIS

Jun 2012 ··· May 2013

2gis.com

Interface Designer

User experience, user interface design, and a design system for a web version of a maps-and-city-reference service. Points-of-interest, multi-layered geographical maps, search, commute and routing, display of public transport.

### Jet5

Oct 2011 ··· Mar 2012

jet5.ru

Graphic Designer

Branding, logos, promos, packaging design, and booklet design in an advertising design agency.

# Education

**Novosibirsk State University** 2006 ··· 2011  
**of Economics and Management**  
Bachelor's Degree at the Faculty  
of International Relations and Affairs

# Talks

**Got a Question** Guest, 2021  
[youtu.be/k0AQ3b01SBA](https://youtu.be/k0AQ3b01SBA)

**Product Camp** Speaker, 2018  
[youtu.be/LVdlMAPZ00M](https://youtu.be/LVdlMAPZ00M)

**Design Subbotnik** Speaker, 2016  
[events.yandex.ru/events/yasubbotnik/23-april-2016](https://events.yandex.ru/events/yasubbotnik/23-april-2016)

**ProductHunt Meetup** Speaker, 2015  
[eventbrite.com/e/product-hunt-moscow-meetup-registration-17350463704](https://eventbrite.com/e/product-hunt-moscow-meetup-registration-17350463704)

**Lecture on Typography with Christian Schwartz** Host, 2014  
[youtu.be/qHC3YUeUFns](https://youtu.be/qHC3YUeUFns)

**2GIS DevDay** Speaker, 2013  
[youtu.be/P2lzjD055nE](https://youtu.be/P2lzjD055nE)

# Hobbies

I am passionate about my hobbies equally as much as about my work. I love tinkering with the aperture and shutter speed when I photograph the surrounding beauty while traveling, and then telling about my impressions and experiences to my community of podcast listeners. I collect Nintendo's retro handhelds and type on old-fashioned mechanical keyboards, but at the same time, I am fascinated by the cutting-edge VR tech. Also, I am always open to new ideas I learn from my friends and colleagues.

# Skillset

Design research, customer development, journey mapping, prototyping, user interfaces, UI copywriting, design systems, A/B-testing, HTML, CSS, Figma, Sketch, Adobe CC

English C1 (fluent), Dutch B1 (wordt aan gewerkt),  
French B2, Russian C2 (native)

# Projects

**Urban Psychopaths** Since 2023  
[urbanpsychopaths.com](https://urbanpsychopaths.com)

Website design and front-end development for a virtual indie rock band of my best friend and mine. In the band, my role is music production, mixing, mastering, lyrics, and art direction.

**Russian Podcasts** Since 2020  
[russiancast.club](https://russiancast.club)

A catalog of Russian-spoken podcasts that can be searched by titles, authors, and topics. It provides every good indie podcast a proper dedicated web page with everything necessary: subscription and social media links, description, player, etc.

**Showroom Podcast** Since 2018  
[russiancast.club/showroom](https://russiancast.club/showroom)

A talkshow hosted by my best friend and I, where we discuss everything happening in our lives: music, movies and TV shows, devices and tech, news, events, travelling, and people.

**Chars** 2014 ··· 2019  
[chars.cc](https://chars.cc)

Delightful and easy-to-use gesture-controlled note-taking app for quickly writing down your thoughts with a built-in Unicode characters keyboard working within the app or as a system-wide keyboard extension.