

DIMA DOULOV

Senior Product Designer & UX Researcher

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SUMMARY

Senior product designer and UX researcher with 8+ years leading mixed-method studies that shaped product decisions at the director and leadership level — across government-scale digital tools, enterprise SaaS, and independent product development. Fluent in design execution, front-end development, and integrating AI-assisted workflows into research, content, and product operations. Currently building FaceValue, a concert ticket intelligence platform spanning product strategy, research, design, systems development, and editorial operations.

SKILLS

Research & Strategy: Mixed-methods research · Moderated usability testing · Cognitive walkthroughs · Heuristic evaluation · Tree testing · Card sorting · First-click testing · User interviews · Service design · Accessibility (WCAG) · Stakeholder presentations

Design & Prototyping: Figma · Wireframing · Prototyping · Interaction design · Visual design · Brand identity · Motion graphics · Responsive design · Photoshop · Illustrator · After Effects · Premiere · InDesign

AI & Tooling: Claude Code & Cowork · Prompt engineering · MCP integration · AI-driven workflow automation · ChatGPT

Technical: HTML5 · CSS · JavaScript · Flutter · Next.js · Supabase (PostgreSQL, Edge Functions) · WordPress · Webflow · Shopify · Python

PROFESSIONAL EXPERIENCE

User Experience Specialist | [Canada Revenue Agency](#) | Ottawa, ON | 2021 – 2026

Embedded UX researcher on a cross-functional team improving digital tools and internal workflows for CRA contact centre agents across 21 distinct products.

- Led 15+ mixed-method research engagements across 21 internal government products, generating insights that informed roadmap direction, feature scope, and workflow improvements — using moderated usability testing, cognitive walkthroughs, heuristic evaluations, and user interviews
- Synthesized findings into strategic recommendations delivered directly to project managers, directors, and senior leadership; research regularly redirected product decisions and reshaped feature scope
- Partnered with cross-functional stakeholders to align research priorities with product roadmap constraints, translating ambiguous user problems into actionable direction under government timelines and compliance requirements
- Applied federal accessibility standards (WCAG) across every research and design engagement
- Built low-fidelity prototypes to support usability testing across multiple products and research cycles
- Mentored junior researchers and designers; ran design workshops and authored reference guides adopted across the team

UI/UX Designer & Graphic Designer | [Corporate Renaissance Group](#) | Ottawa, ON | 2019 – 2020

B2B SaaS company specializing in enterprise employee performance management solutions.

- Led end-to-end UI/UX redesign of an enterprise SaaS performance management platform, from discovery and wireframing through prototyping and developer handoff
- Managed all company websites and designed landing pages, email campaigns, and client-facing marketing collateral

Research Assistant & Multimedia Developer | [Carleton University](#) | Ottawa, ON | 2017

- Conducted original research in deformable technology with the Creative Interactions Lab; produced the world's first fully analog bendable game, demoed at Carleton's Virtual Venture youth engineering camp — recognized with an NSERC Undergraduate Research Award
- Created motion graphics and a VR campus simulation for the Department of Systems and Computer Engineering as part of the university's 75th anniversary sWall project

INDEPENDENT WORK

Founder & Product Designer | [FaceValue](#) | Toronto, ON | Nov 2025 – Present

Concert ticket intelligence platform helping Toronto fans make smarter buying decisions through data-driven pricing analysis, original editorial content, and a proprietary verdict system.

- Designed and launched a full-stack product from zero: brand identity, Ghost CMS blog, Concert Tracker microsite, Next.js admin cockpit, Supabase backend (PostgreSQL + Edge Functions + pg_cron), and a Flutter mobile app — all built and maintained solo
- Developed a proprietary scoring framework (Buy / Wait / Tossup) synthesizing demand signals, community sentiment, pricing patterns, and venue data into recommendations published across 30+ Presale Breakdowns and weekly roundups
- Designed and shipped a custom admin cockpit (Next.js / Vercel) as the operational interface for managing all concert data, pricing, verdicts, and email sends across every platform surface
- Built AI-assisted research and publishing workflows using Claude and custom prompt pipelines, reducing production overhead while maintaining consistency across editorial, social, and email output
- Grew FaceValue to 6.5M+ organic social views across TikTok and Instagram, with 8 posts exceeding 200K views and a 78% average email open rate — all organic

UI/UX Designer & Creative Director | [Clone Hero](#) | 2019 – Present

Music rhythm video game with 200,000+ monthly active users.

- Designed UX systems and interface overhaul for a major version release on a live product with 200,000+ monthly active users, including the social marketing campaign for launch
- Maintained a continuous feedback loop with the player community to inform design decisions; contributed interface assets and onboarding materials distributed across the player and creator ecosystem

Co-Founder, Digital Marketing & Design | [Mont Remo](#) | 2019 – 2021

- Co-founded a boutique design and marketing studio; led client work spanning branding, web design, UI/UX, and advertising; built custom websites using WordPress, Webflow, and Shopify

EDUCATION

Bachelor of Information Technology, Interactive Multimedia & Design (Co-op)

Carleton University · 2014 – 2019 · CGPA: 10.43/12

Advanced Diploma, Interactive Multimedia & Design

Algonquin College · 2014 – 2019

AWARDS

Dean's Honour List (x3) · Entrance Scholarship (x4) · NSERC Undergraduate Research Award