Kamladze.

kamladze.com
basili@kamladze.com

Introduction

Designing for People, Not for Designers

2024

Kamladze.

120+
Projects done

8+
Years of experience

5+
International Awards

Basili Kamladze

Product Designer with 8+ years of experience in web and mobile design. I've worked with several agencies and outsourcing companies and created many unique, complex, and award-winning products for companies in several industries such as banking, healthcare, e-learning, hospitality, automotive, shipbuilding, software development, sports, etc.

Data-driven UX enthusiast.

Expertise & Capabilities

SaaS/BaaS Product Design

Specializing in SaaS/BaaS product design, I craft intuitive and user-centric solutions tailored to meet the unique needs of your business. From concept to launch, I collaborate closely with clients to create seamless and scalable software experiences that drive growth and innovation.

User Centric Design

User-centric design lies at the heart of my approach, prioritizing the needs and experiences of your audience to create meaningful interactions and lasting connections. By deeply understanding user behavior, preferences, and pain points, I craft intuitive interfaces and seamless experiences that delight and engage users at every touchpoint.

Game Design & Gamification

By blending creativity with strategy, I develop interactive solutions that enhance user engagement and achieve business objectives. Through innovative game mechanics and incentives, I design experiences that motivate users, foster learning, and promote positive outcomes.

Mobile App Design

Leveraging the latest trends and technologies, I focus on creating user-friendly interfaces and seamless interactions to ensure optimal usability and satisfaction. Whether it's iOS, Android, or cross-platform development, I bring expertise and creativity to every project, delivering solutions that exceed expectations and drive results.

Corporate Website Design

In corporate website design, I prioritize creating sleek, professional platforms that reflect your brand's identity and values. I focus on compelling visual aesthetics, seamless navigation, and functionality to effectively communicate your message and engage your audience. By incorporating responsive design principles and optimizing for performance, I ensure your website delivers a memorable online presence that drives business growth and enhances brand reputation.

Business Analysis

I excel at identifying opportunities, analyzing data, and providing actionable insights to drive strategic decision-making and business growth. I help organizations uncover key insights, optimize processes, and maximize efficiency. My goal is to empower businesses to make better digital products.

03

Clients & Partners

Omedia

CONNECT

MakeAny.ai

Discovery

Discovery Genomics, Inc.

dintegra.

swisscapital

GALT & TAGGART
CREATING OPPORTUNITIES

Jetrepo

ALTA

KEUNE
HAIRCOSMETICS

NUAGE
Clinique

syniotec
Formally SHAREMAC

TELASI

Simetria

DIFLEX))

THE GRAND GLORIA HOTEL

& 50+ more

SaaS/BaaS Design

EAMS

Enterprise Asset Management Solutions

A cross-platform set of SaaS product solutions for managing and maintaining assets and infrastructure of any kind. The platform's main goal is to leverage operational costs and automate asset maintenance.

In the very beginning, my role for this product was to develop and plan a design system (language) properly for better scaling, simplify/optimise existing ideas and data visualisations, to create a design system not only for the web but also for the Android and iOS native applications, to develop platform appropriate solutions.

| Saas | Product Design | iOS & Android Design | Interaction Design |

| Sketch | Adobe XD | After Effects | Google Docs |

**Case Study** ↗
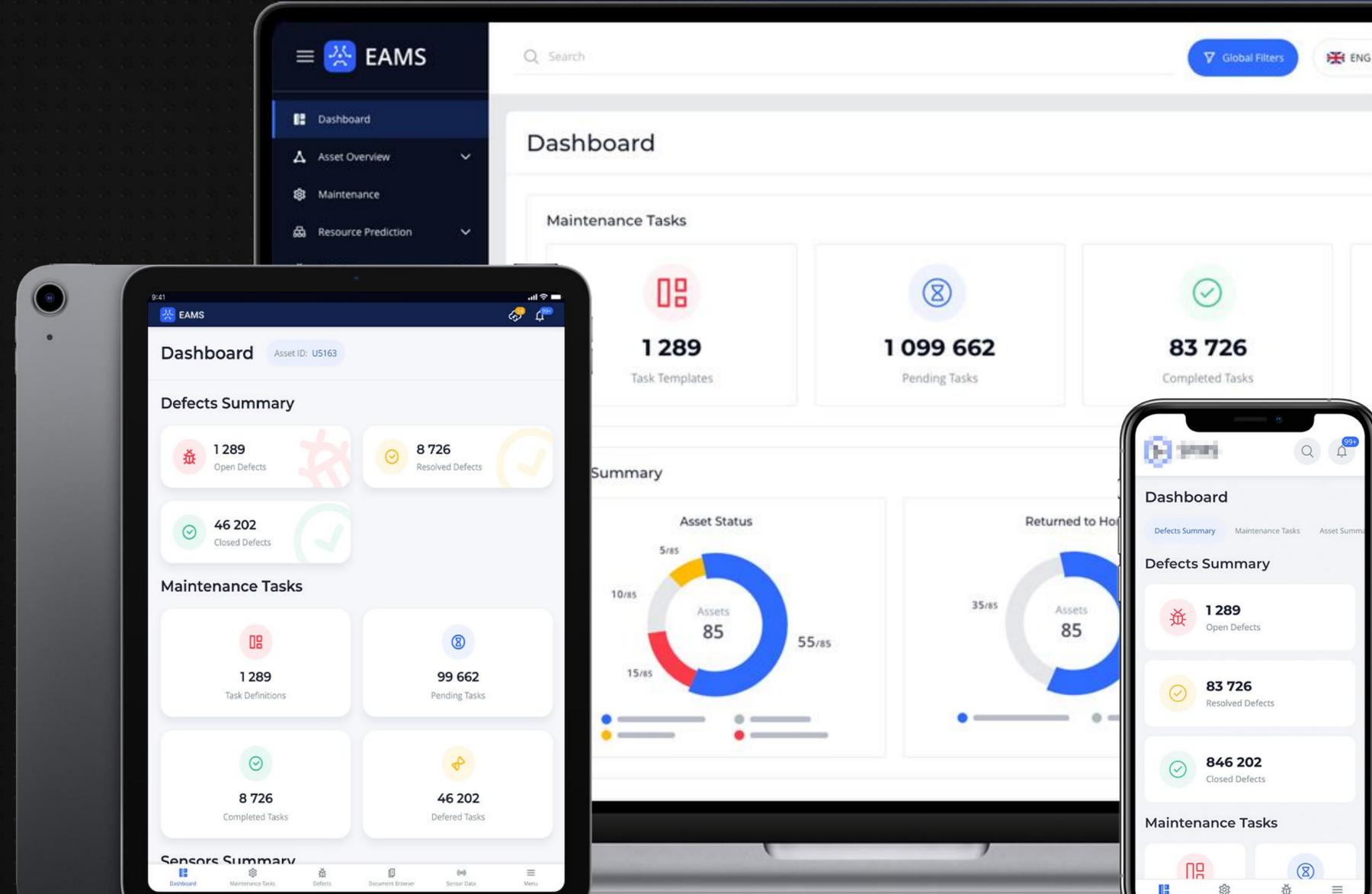
Experience

AI Powered No-Code Tool
To build websites, Saas application and workflows with drag & drop

Worked with California based tech startup as a freelance design contractor. Created design language, customized design system, building use case prototypes for investment round presentations.

UI/UX Design   Product Design   Saas Design   Interaction Design   Art Direction

Figma   After Effects   Lottie   Notion   Ant Design System

Live Product ↗
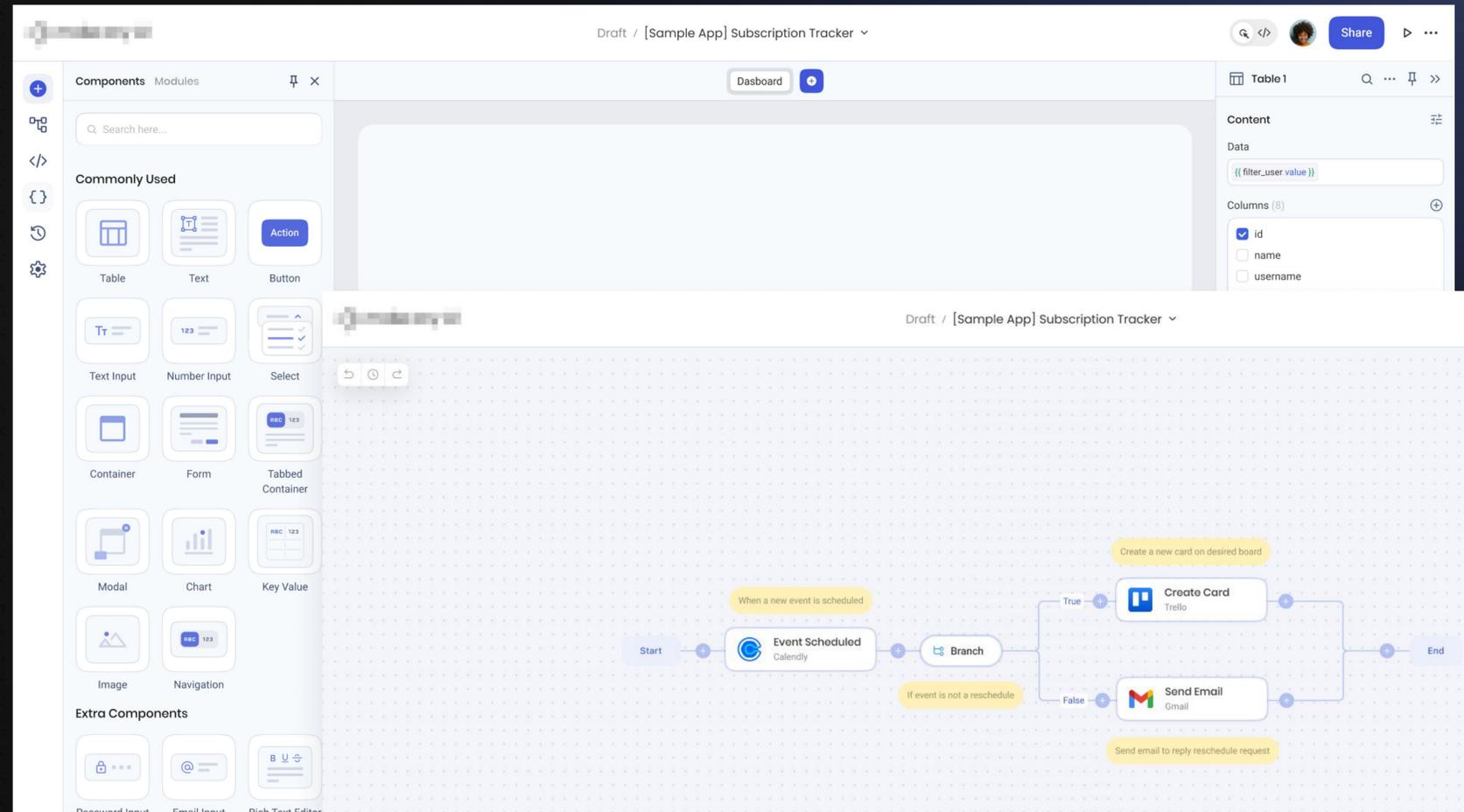
Some of my work

Experience

Email Marketing Company Saas Application

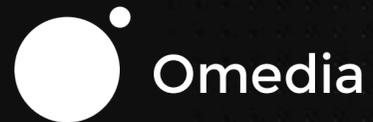Product Design   Saas   UI/UX Design   Figma

Sample Client Company

Campaign:
All Campaigns

Dashboard

Leads

Emails

Email Templates

	Total Leads	Emails Opened	Emails Clicked	Replies	Negative Replies
	35	27	7	0	37

Statistics

By Company   By Location   By Position

Applied Filters:

Company: Sample Company ✕ Next Company to Test ✕ ✕   Company Size: 4,000 ✕ 73 ✕ 30,000 ✕ ⋯ ✕

● Sent ● Opened ● Responses ● Positive Responses

null   Sample Company   Fake Company Data   Testing Data   Updated Designs With Fake Data

VALUE	SENT	DELIVERED	OPENED	CLICKS	RESPO
.	4	4	7	2	
Sample text for testing	2	2	0	2	
Updated design with fake data	2	1	1	0	

© 2022 Company. All Rights Reserved

Some of my work

Experience

Omedia

Internal CV/Resume Management Platform

Saas Product Design UI/UX Design Interaction Design

Figma After Effects Notion

Some of my work

Experience

DIFLEX))
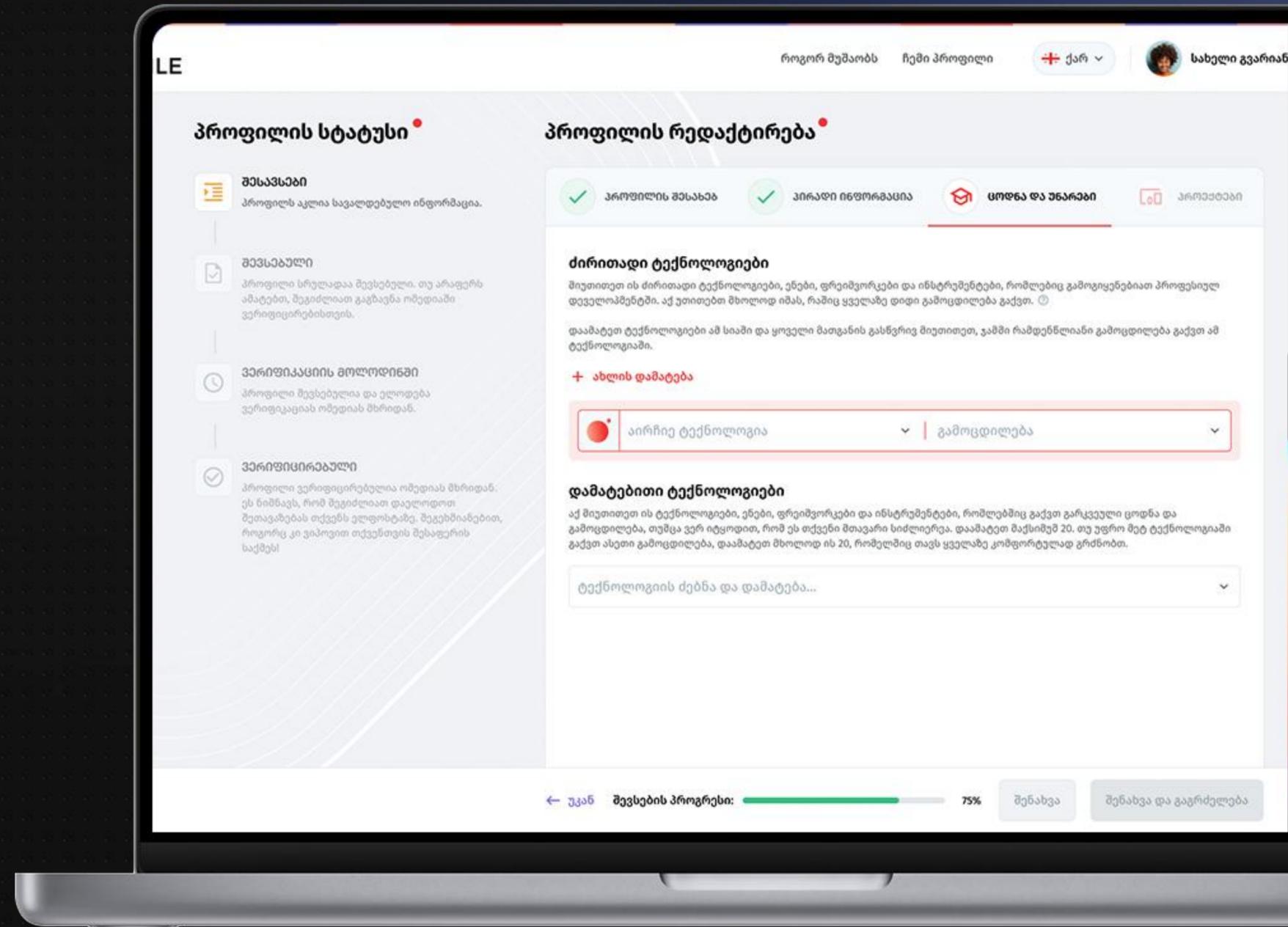
Cloud Call Center
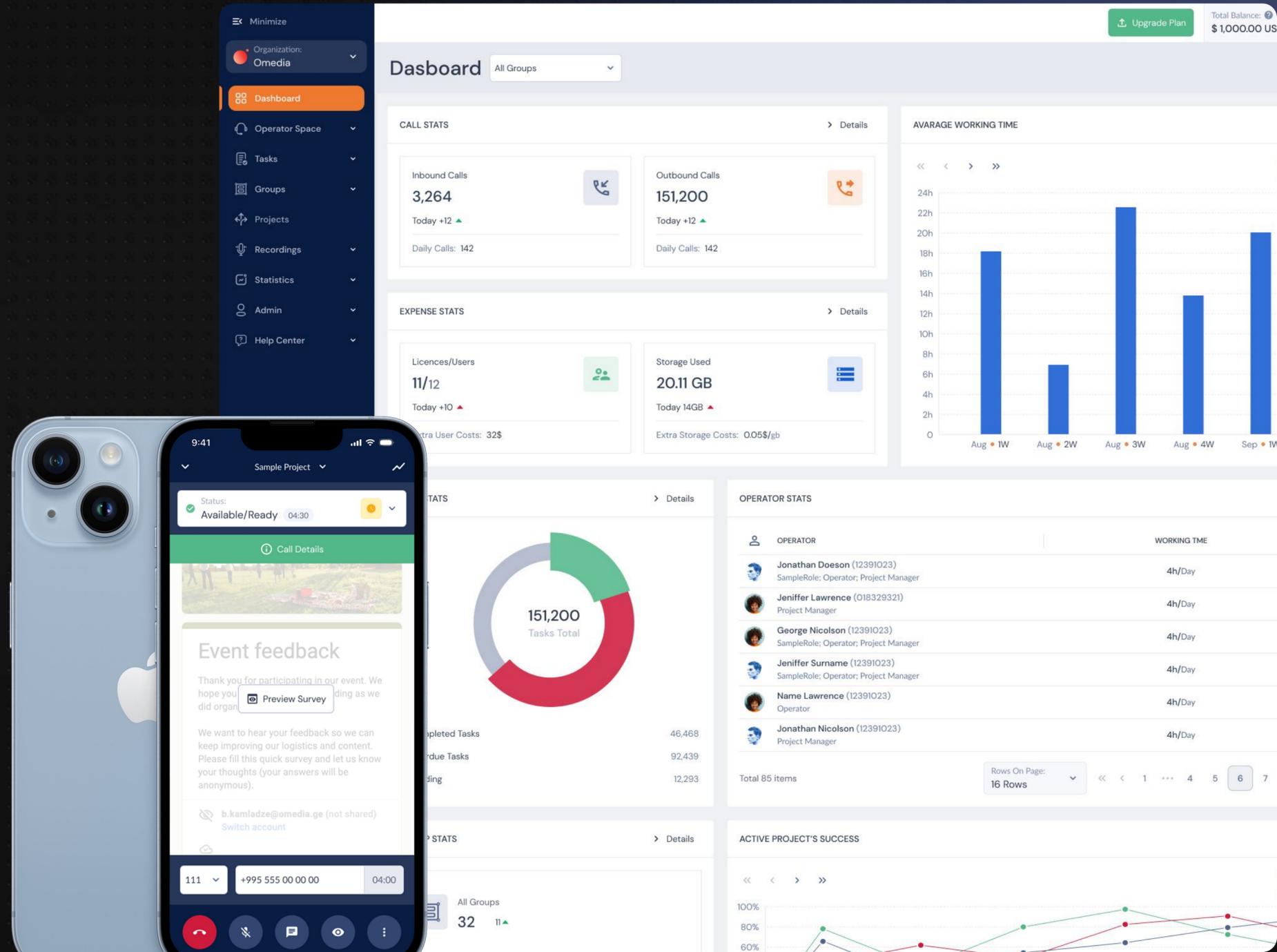### Phone Research 2x Faster & Cheaper

Platform is mainly designed for research companies and for companies with remote call centers. Clients can create remote call centers, conduct surveys or simply call their customers.

Working closely with stakeholders to gather requirements, analyse business needs and create best solutions for company clients, to create the best experiences. Also working with the development team on a design system to build the product in tight deadlines and also to make the product seamless.

Started as a BA, created whole documentation of the project from scratch, created user stories and tasks. Selected, customised and maintained design system, created responsive design for the whole system. Created a design system guide for designers and developers for future.

Saas   Product Design   Interaction Design

Figma   Ant Design System   After Effects   Notion

Live Product ↗

Mobile & Kiosk App

Some of my work
Experience

swisscapital

Scapp - Now Even Simpler
Mobile Banking Application For Microfinance Bank Swiss Capital.

Scapp is a mobile banking application, which will make easier for Swiss Capital's retail and business clients to manage their loans and products, to give personalized offers and also to attract new clients, etc.

- Mobile App Design
- Flutter
- Product Design
- Interaction Design
- Figma
- After Effects
- Lottie
- Notion

Case Study ↗
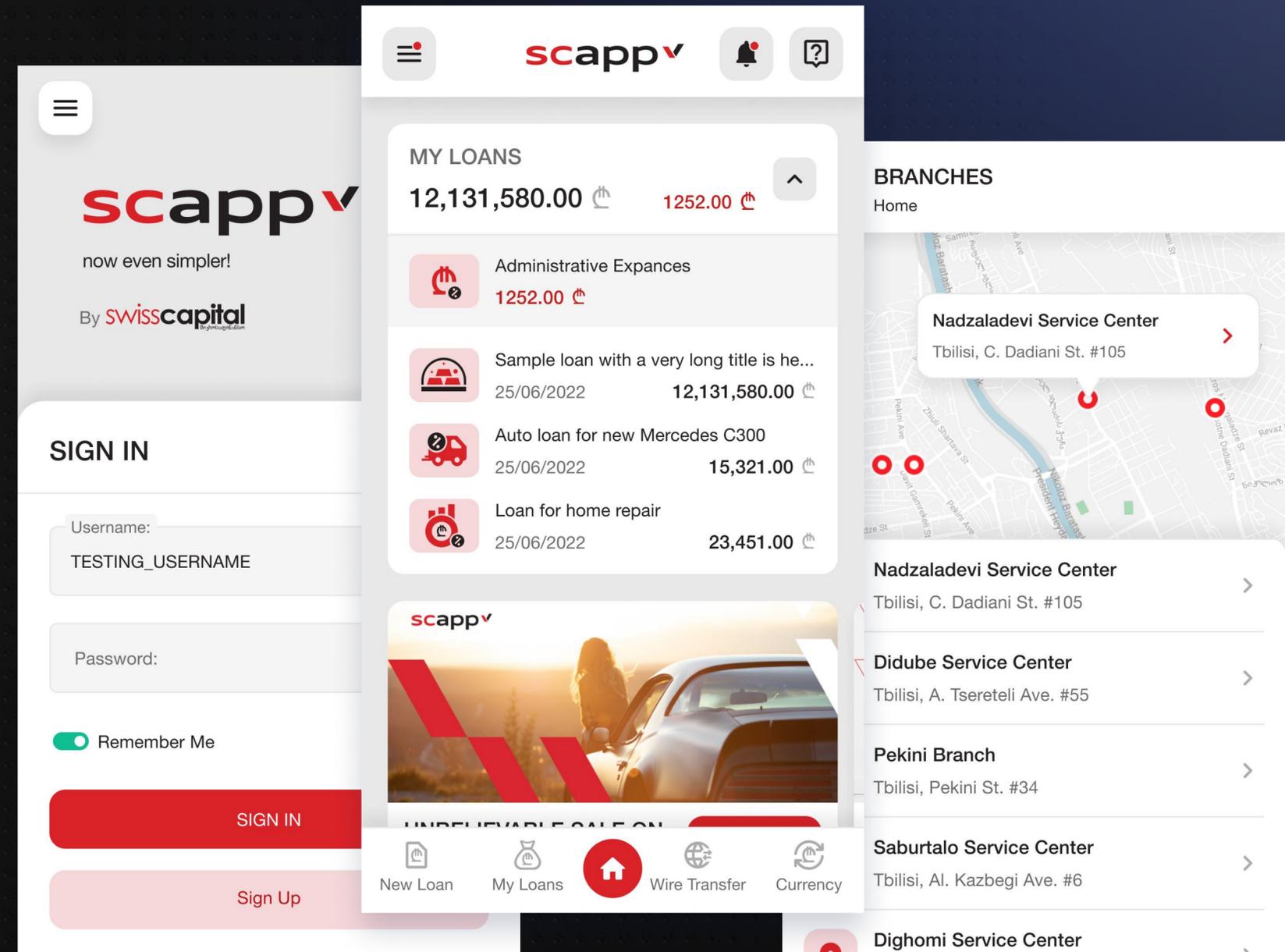
Some of my work

Experience

Mobile App Design for Tourism Company

Mobile App Design   iOS Design   Interaction Design

Figma   After Effects   Concept

Figma Prototype ↗

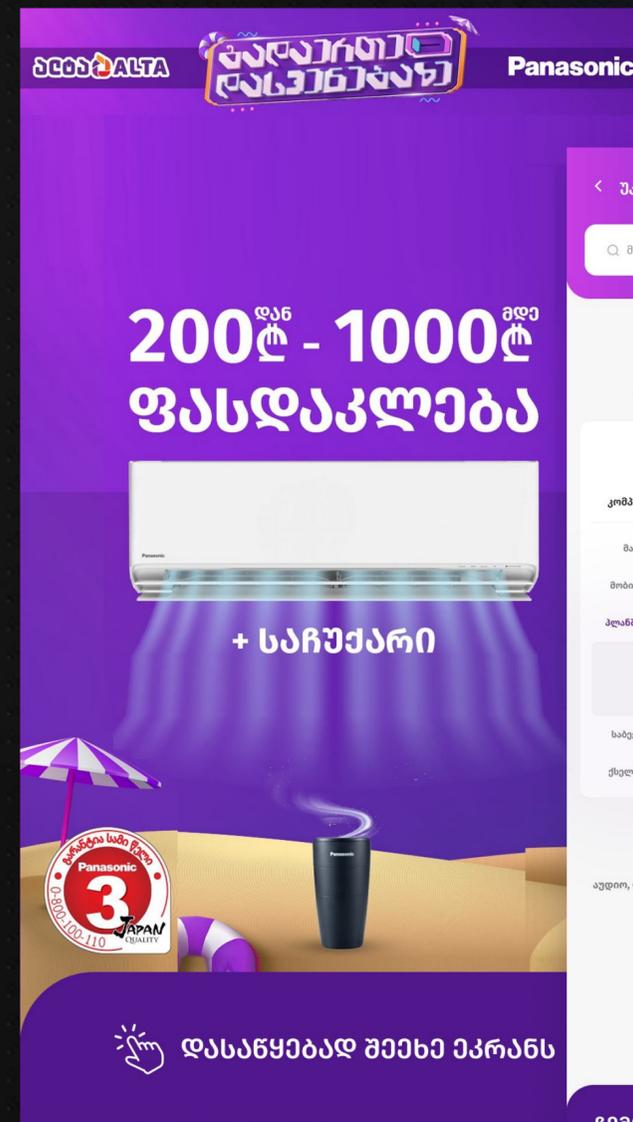Some of my work
Experience

ALTA
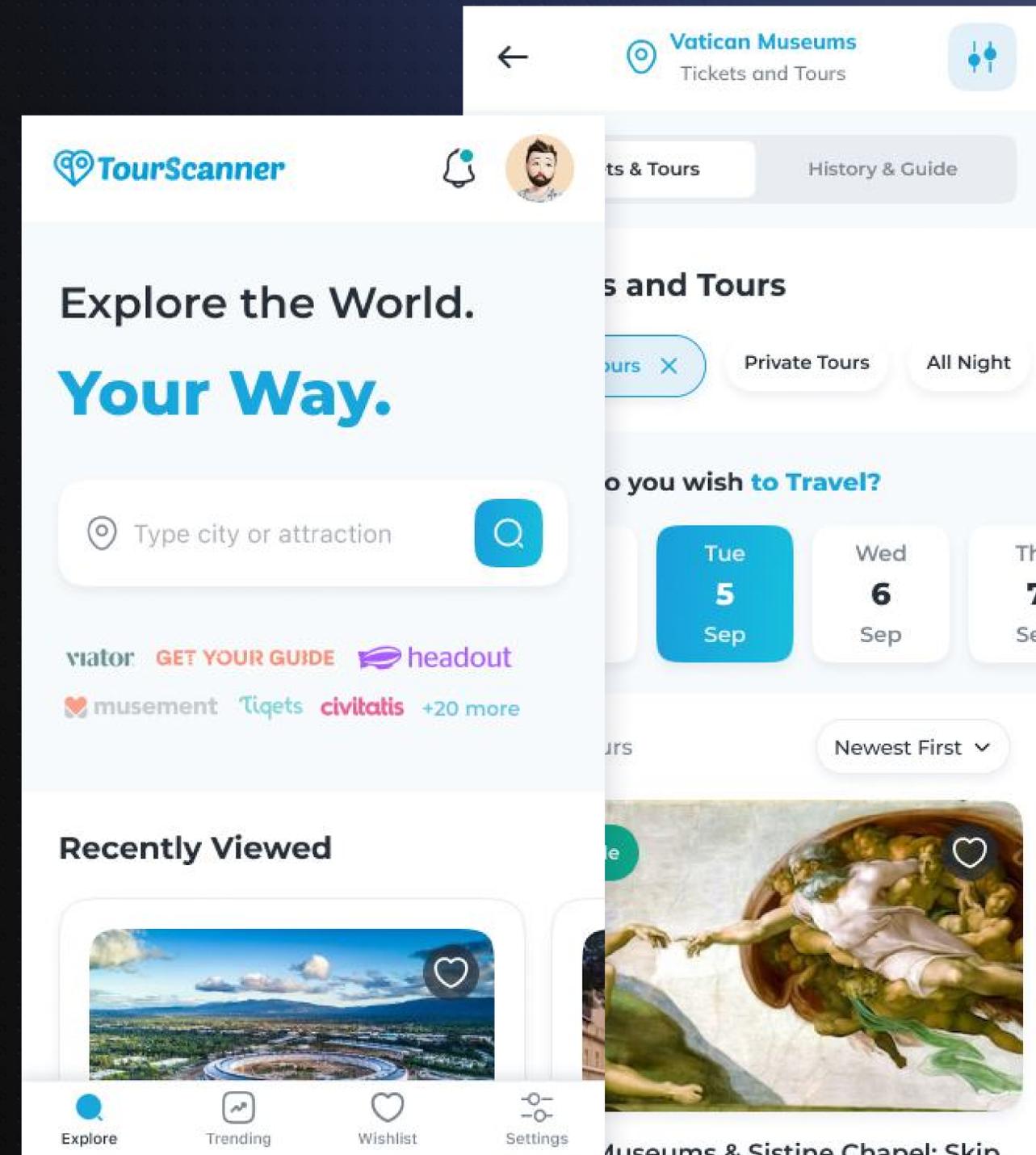
Self-Service E-Commerce Terminal/Kiosk for Tech Shop

Designed a self-service terminal/kiosk for a leading technology retailer in Georgia. Alpha version of the kiosk is now operational at "Saburtalo City Mall", one of Tbilisi's largest shopping malls.

App Design   UI/UX Design   Product   Self-Service   Interaction Design

Figma   After Effects   Kiosk   Notion

Walkthrough Video ↗
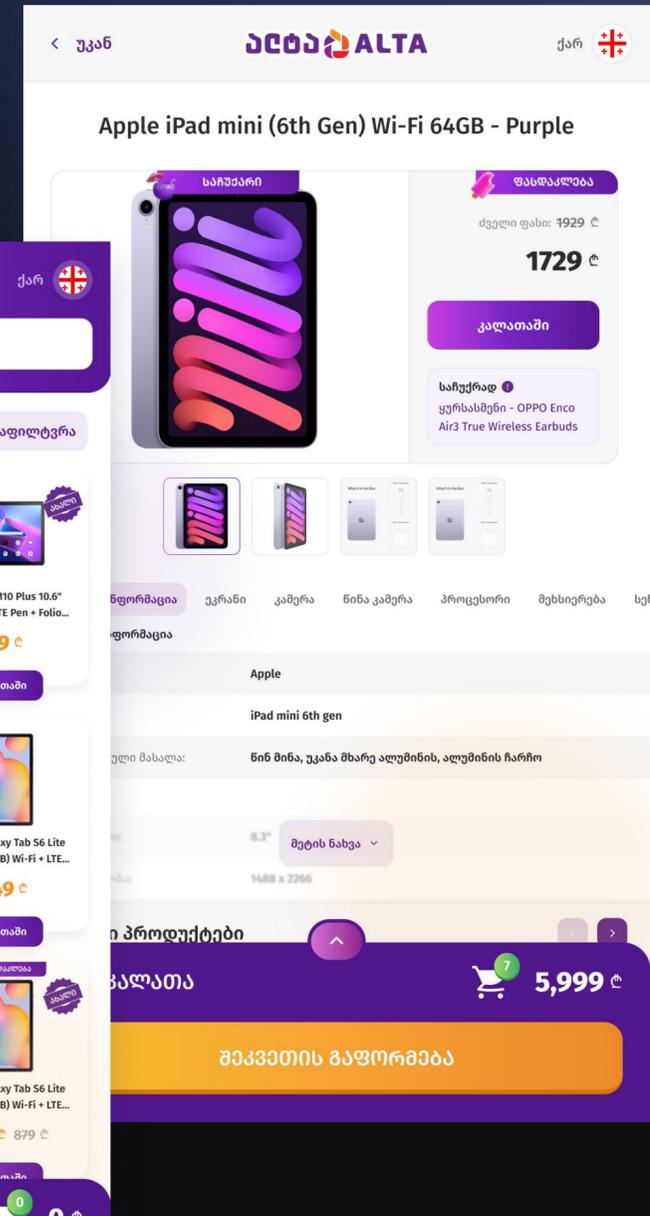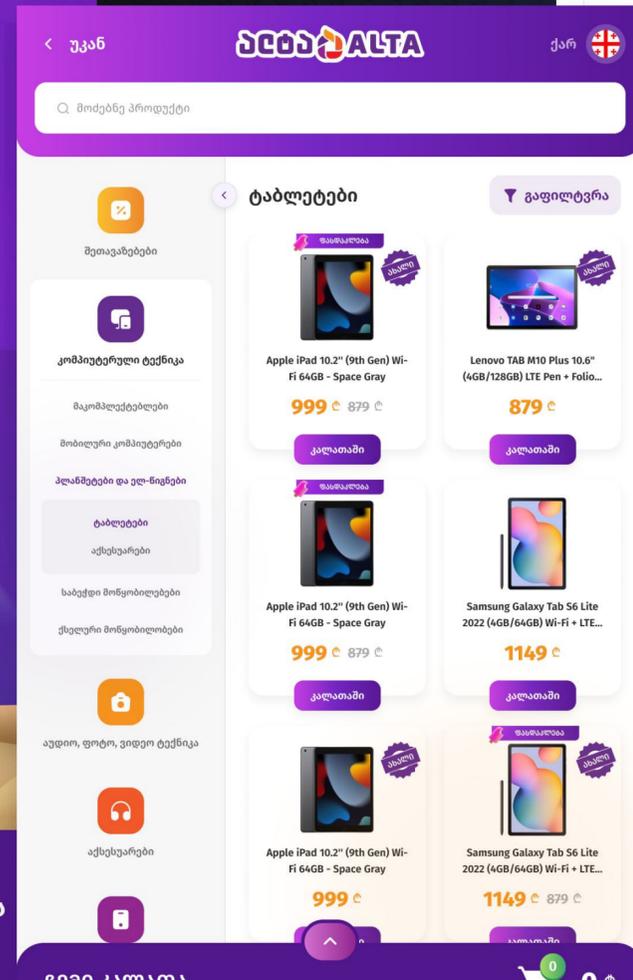
Experience

Web Design

Some of my work
Experience

Simetria

Real-Estate Investment Company Website

Real estate development company Simetria is a member of the Capitol Group. Capitol group was founded in 2006 and merged several companies as a result of attracting Kazakh investments. Its basic activity is to attract and manage investments. Simetria has been operating on Georgian real estate market since 2011.

Web Design   UI/UX Design   Interaction Design

Figma   After Effects   Notion

Video Presentation ↗
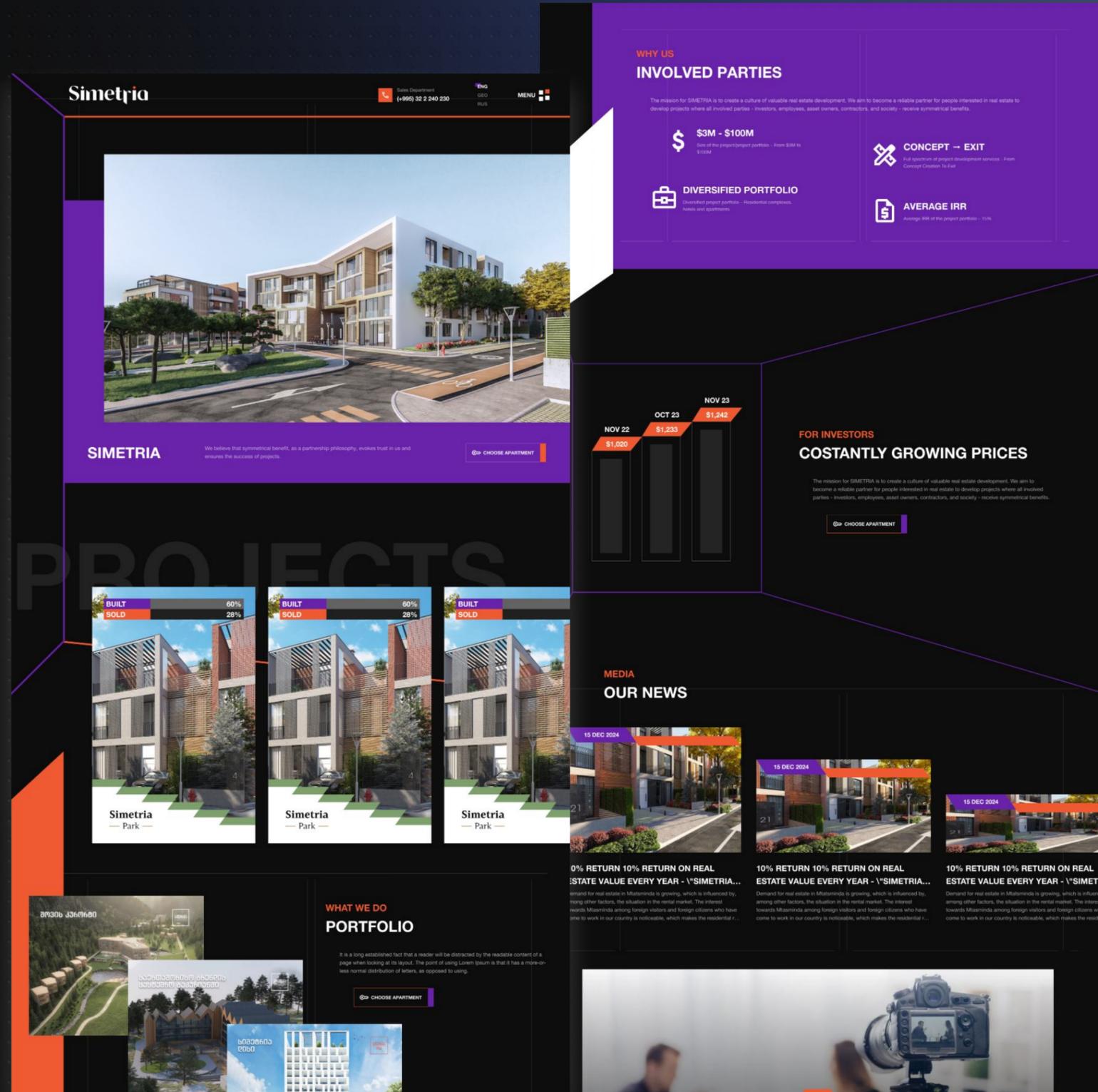
Some of my work

Experience

CITYZEN®

Construction Company Website Design Concept

Forget everything, related to where you lived before. CITYZEN is not just another architectural project, nor just a residence. This is a new life style. The project CITYZEN is outstanding for its modernist design, which is created by an ideal merging of modern technologies and state-of-art services. CITYZEN is a self-sufficient complex. Everything, that you need for a harmonious living is offered here in one space.
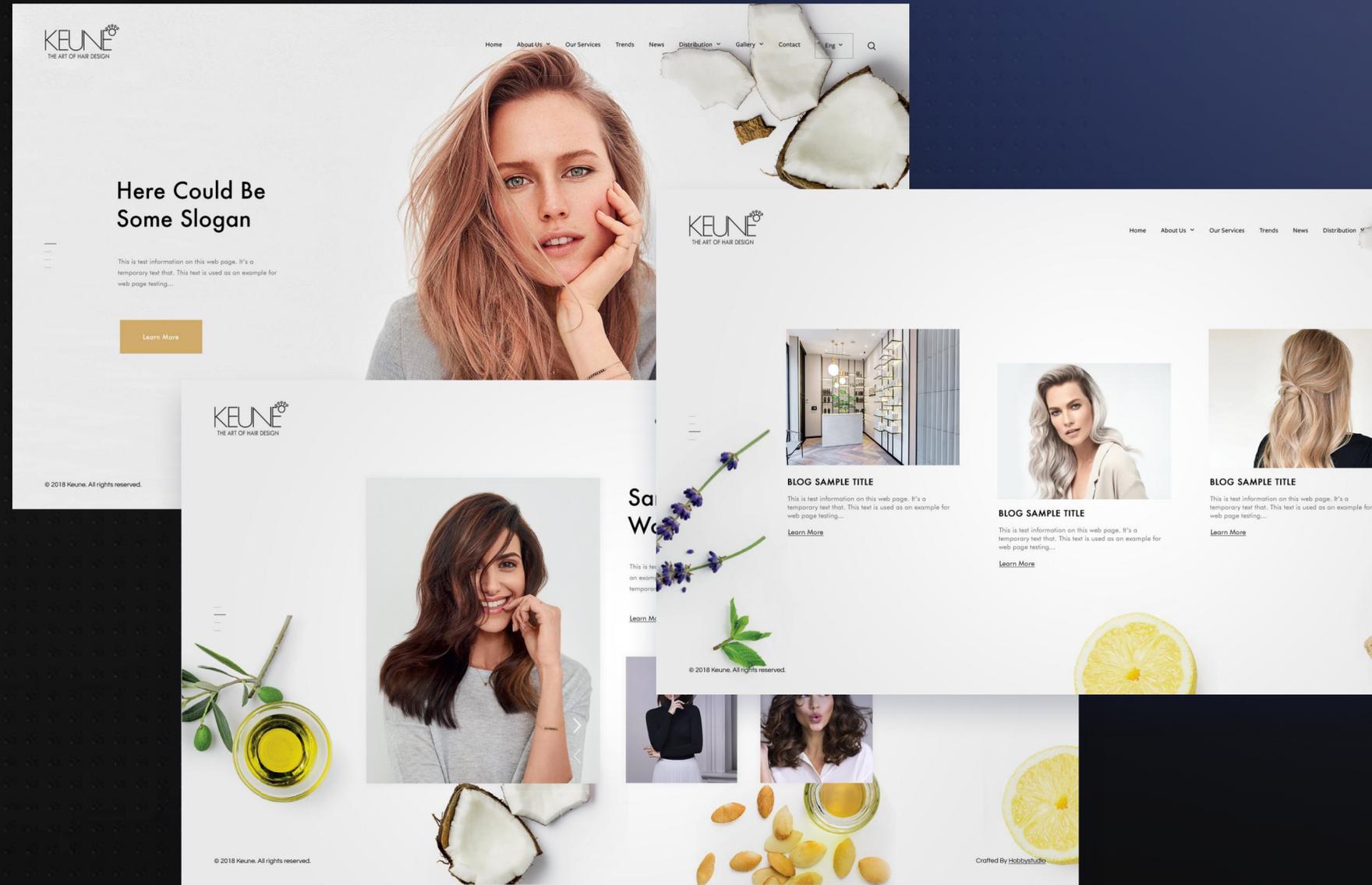
Web Design   UI/UX Design   Interaction Design

Figma   After Effects   Notion

Video Presentation ↗
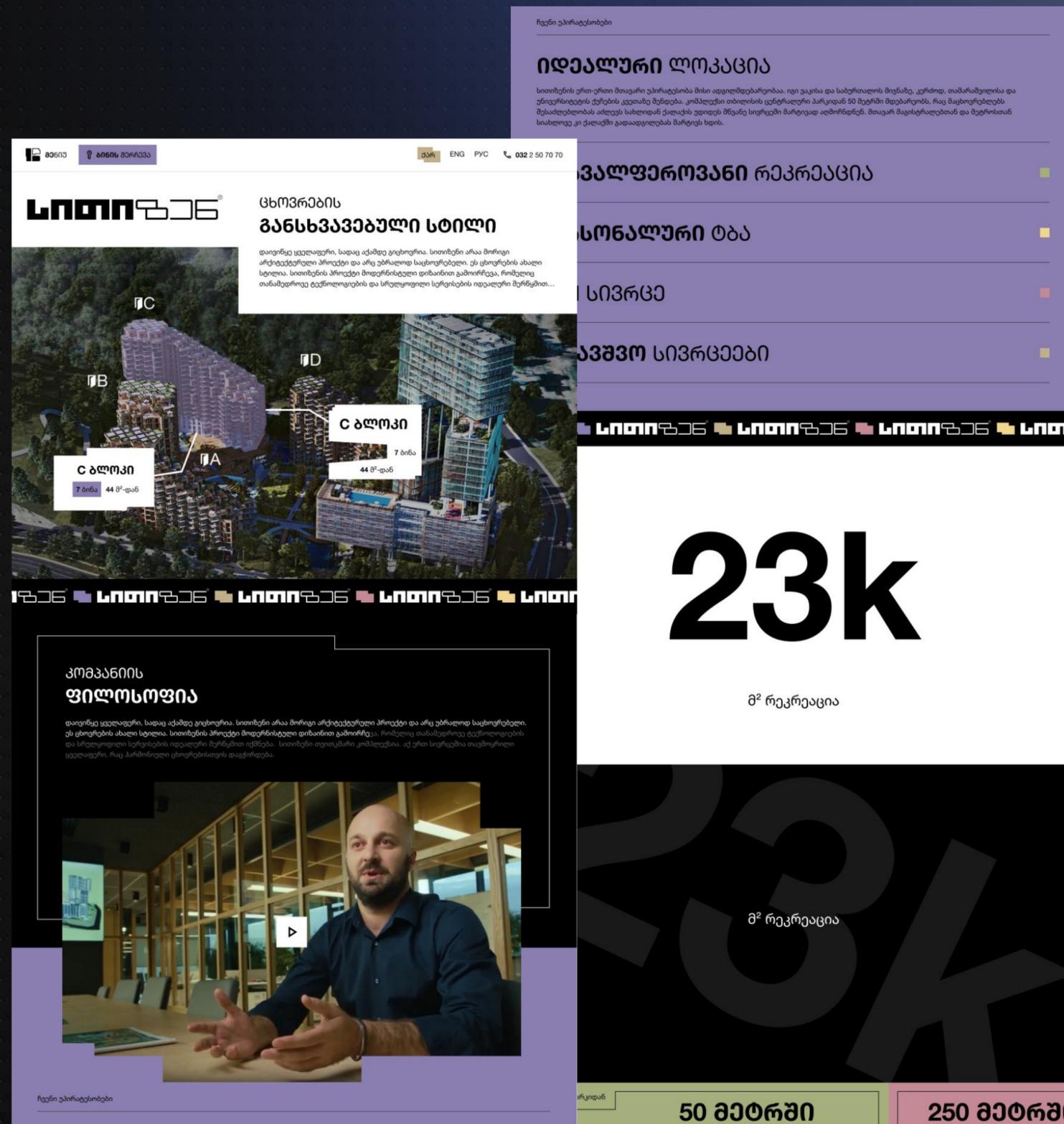
Some of my work

Experience

Cosmetic Brand Website Design

Web Design   UI/UX Design   Adobe Photoshop

**Live Website** ↗

Some of my work

Experience

United We Stream

Tbilisi, Georgia, renowned for its vibrant nightlife, stands as a hub for electronic music akin to Berlin. In response to the challenges posed by the COVID-19 pandemic in 2021, the underground club scene faced decline. To preserve Georgia's clubbing culture, underground clubs united to create a platform dedicated to its revival.

UI/UX Design   Web Design   Interaction Design

Adobe Photoshop   After Effects   Sketch
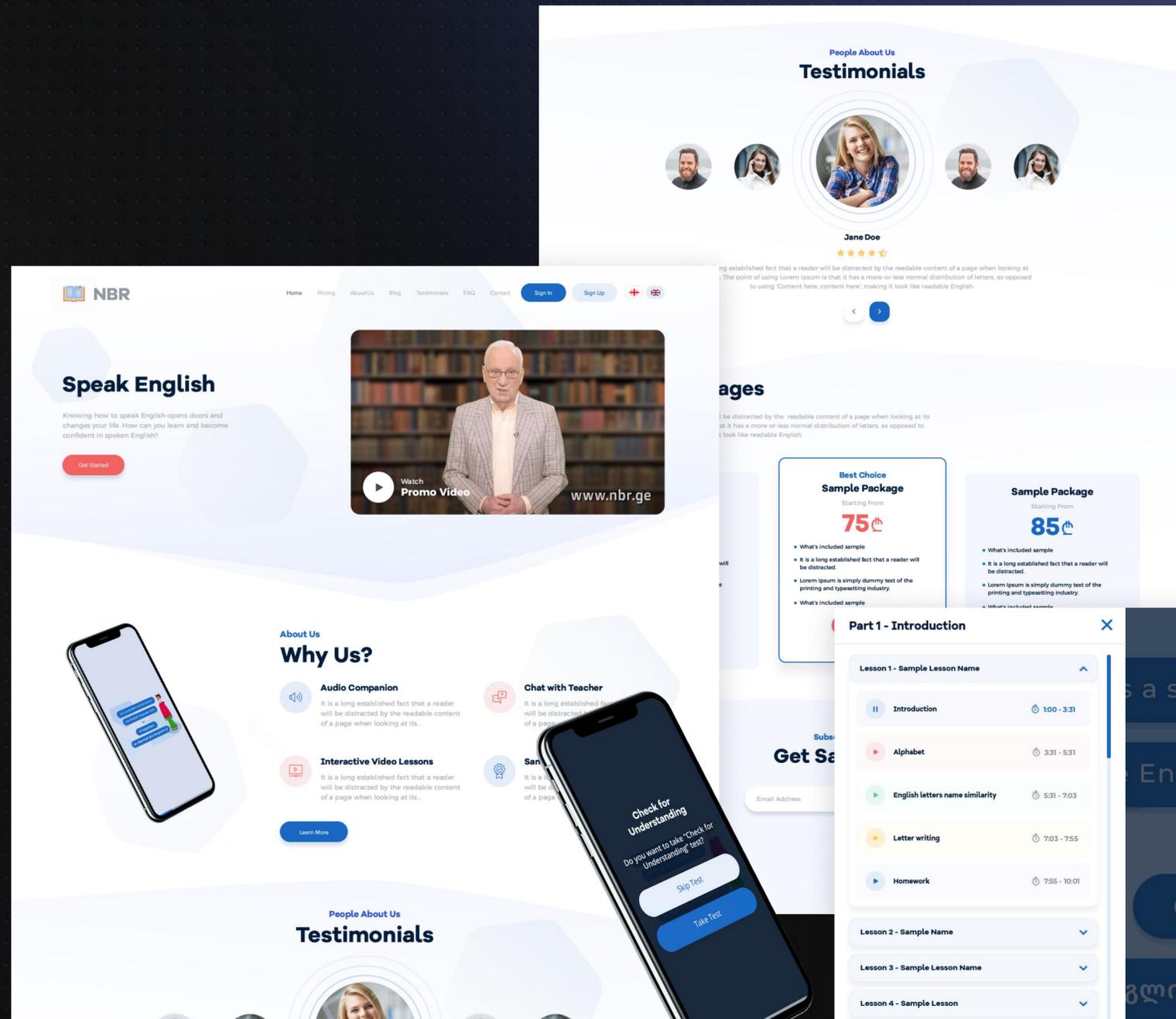
Some of my work

Experience

ენ ბი არ
NBR
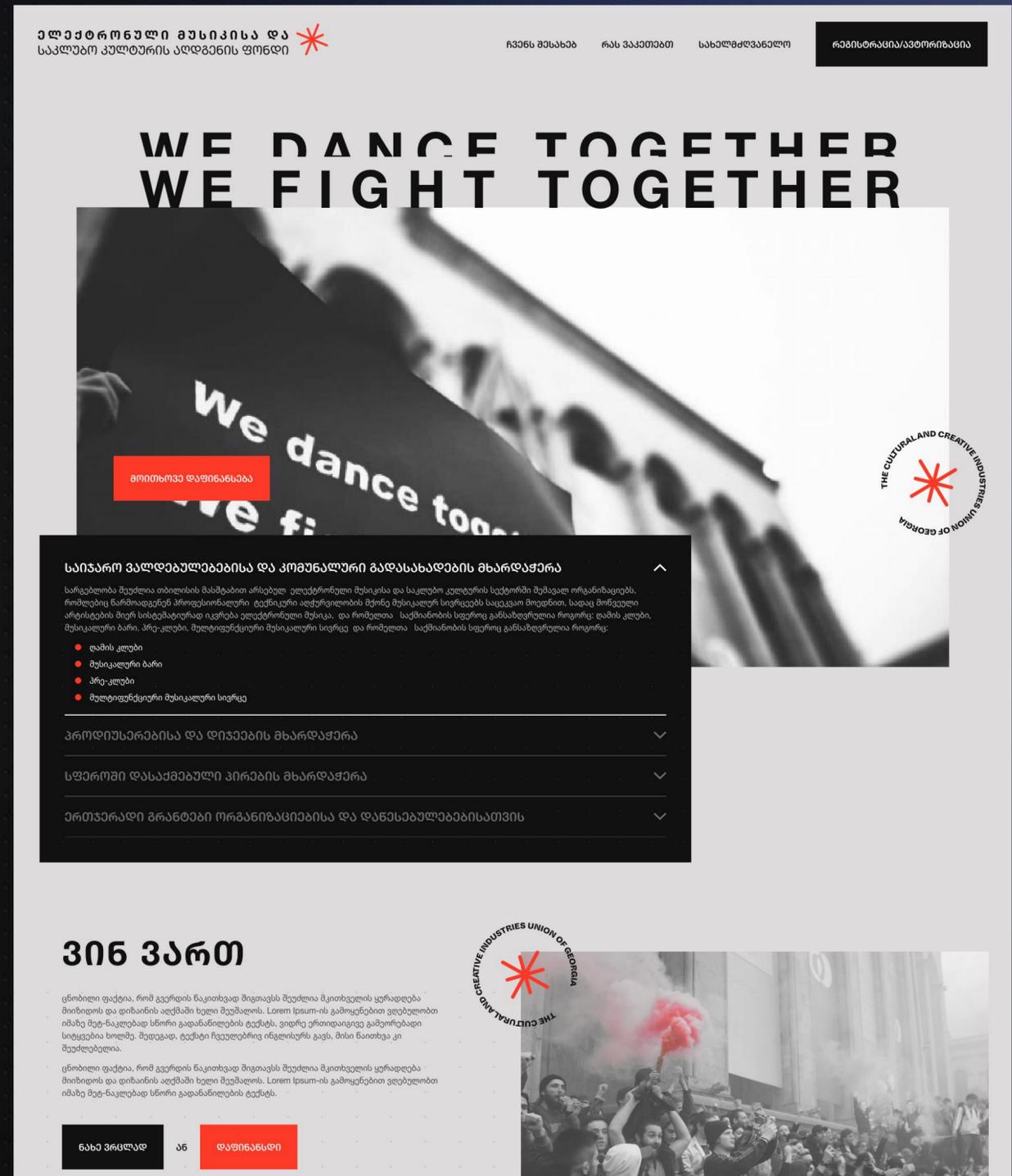
Digital Platform To Learn English

NBR.ge is an e-learning platform focused on English language video lessons. Platform is made for the famous Georgian American English Professor, Nugzar B. Rukhadze personal learning course. We've made this course like it is P2P, like you are on the lesson personally with your teacher, progress and profile based notifications and tips from the teacher (lecturer), plus interactional video lessons with optional check for understanding type quizzes after lesson sections.

| UI/UX Design | Product Design | Mobile Design | Interaction Design | Art Direction |

| Adobe XD | Zeplin | After Effects | Google Docs |

Case Study ↗

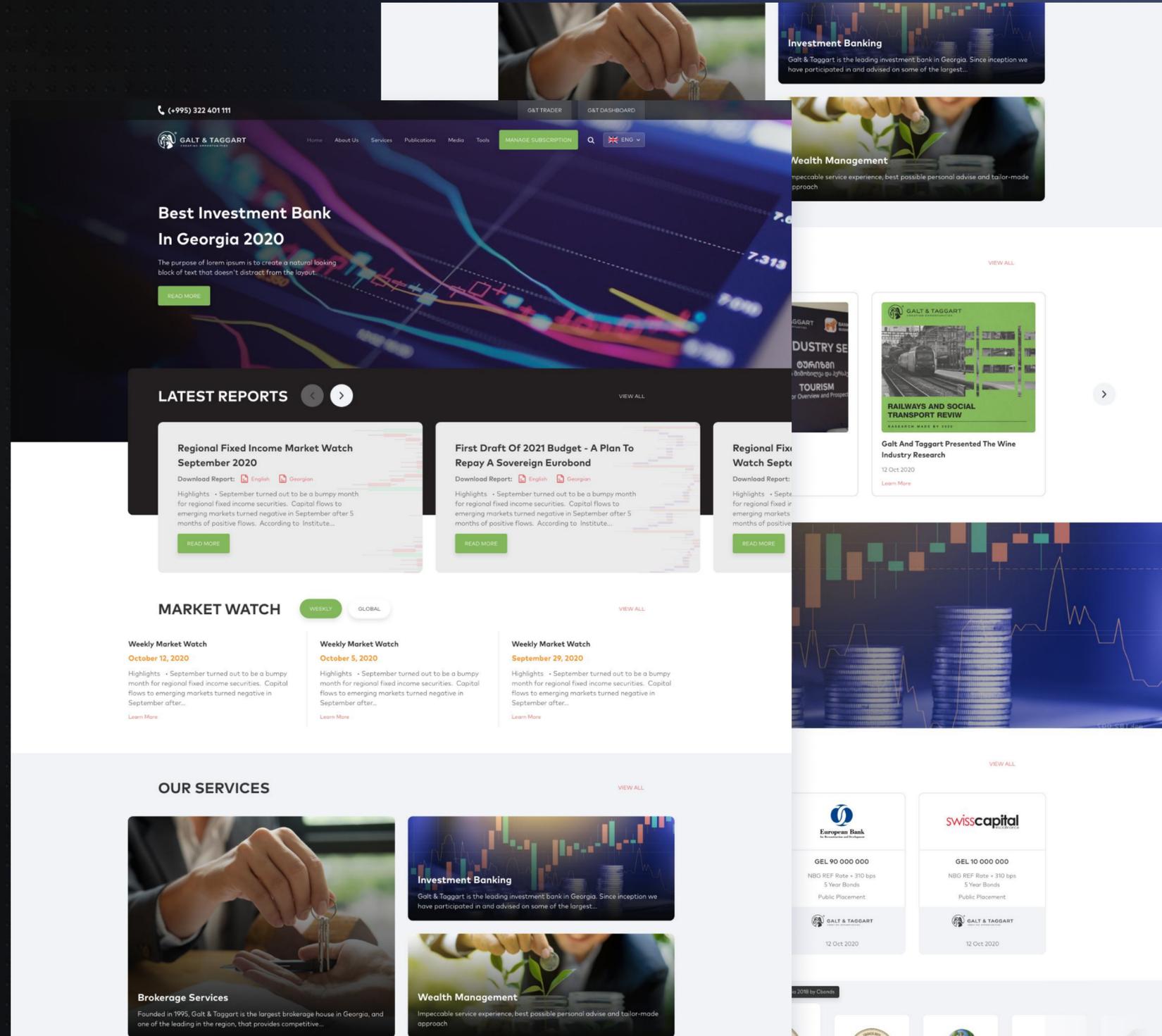Some of my work

Experience

GALT & TAGGART
CREATING OPPORTUNITIES

Best Investment Bank in Georgia

Website Design for Financial/Trading Company

UI/UX Design   Web Design   Interaction Design

Adobe XD   After Effects   Adobe Photoshop

Live Website ↗

Some of my work
Experience

Luxury 5 Resort/Star Hotel in Batumi
Website Design for a luxury company designed back in 2017

The Grand Gloria hotel is located in New Boulevard, on the frontline of the Batumi Black Sea shore. The Hotel features the most beautiful and stunning panoramic views of the, Black Sea, Beautiful Seaside and New Boulevard and the most contemporary architectural examples, presenting to the Guest an unforgettable picture of the city.

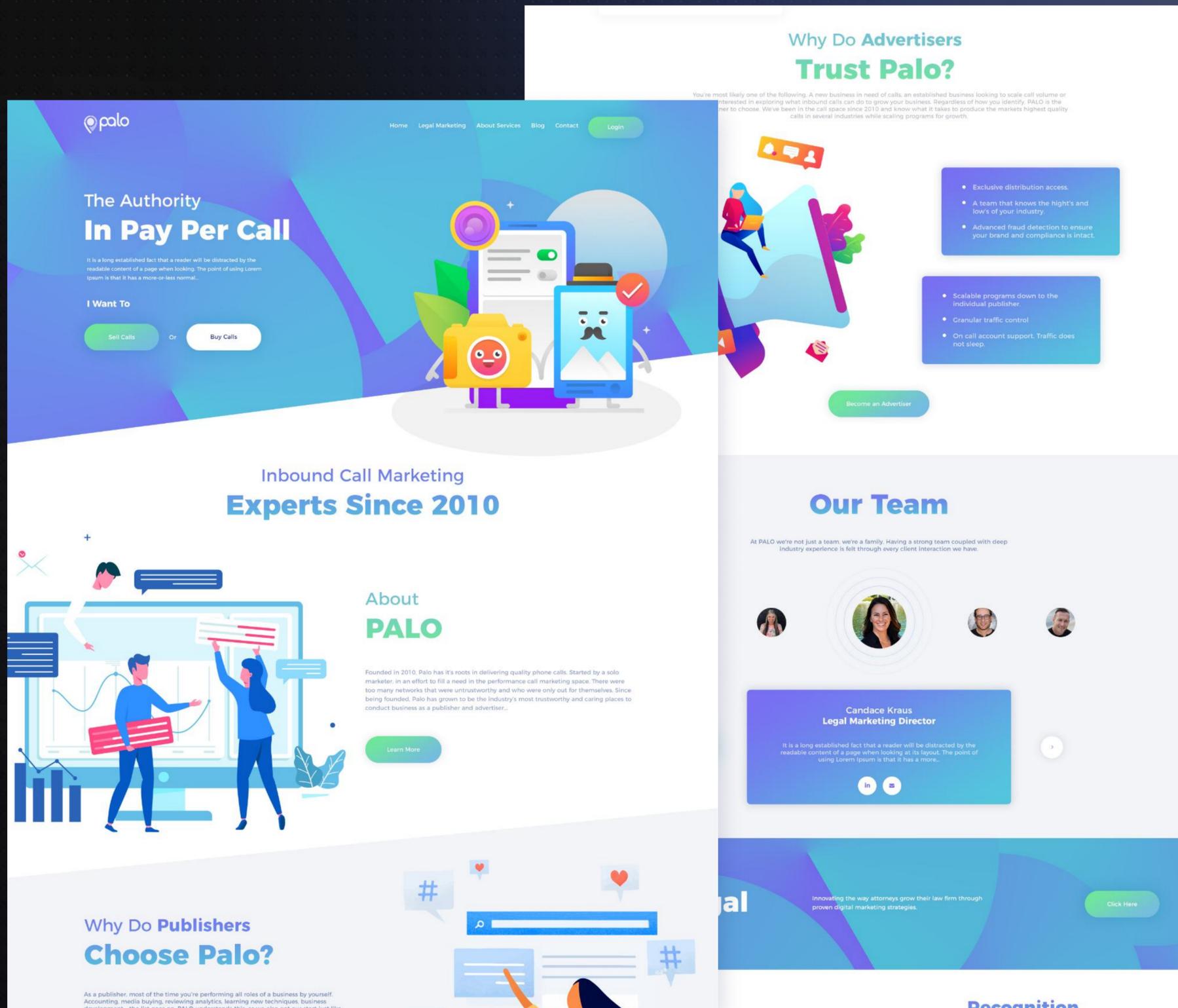UI/UX Design   Web Design   Interaction Design

Adobe Photoshop   After Effects

Presentation ↗
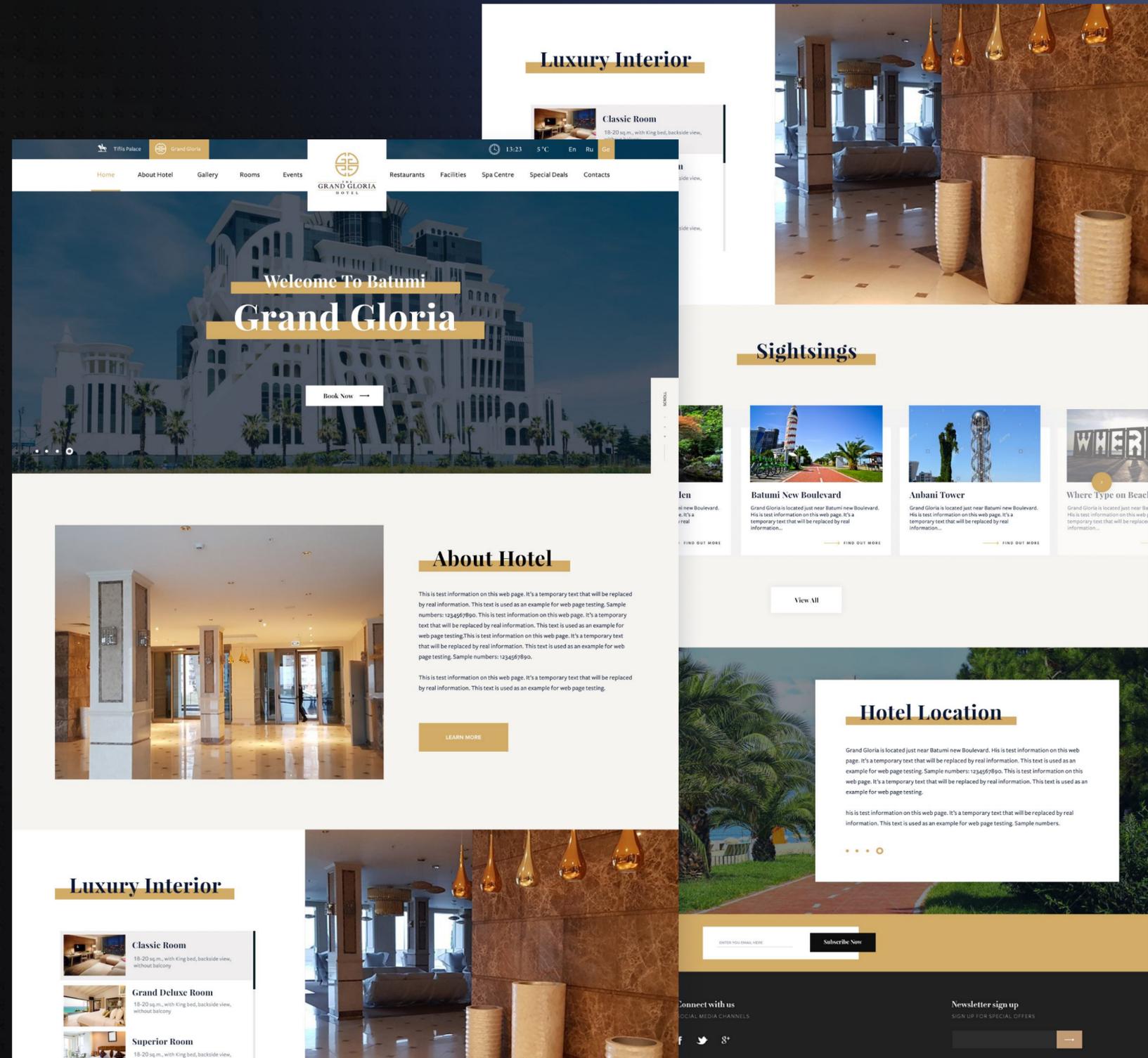
Some of my work

Experience

Landing Page for Mobile Marketing Agency

UI/UX Design

Web Design

Landing Page

Adobe Photoshop

Adobe Illustrator

Experience

& Many More...

Kamladze.

linkedin.com/in/bkamladze

medium.com/@basilikamladze

behance.net/bkamladze

dribbble.com/bkamladze

Tbilisi, Georgia

Country in Europe, not an US State

kamladze.com

basili@kamladze.com

+995 555 39 58 28