

Vladimir Ermant

Forward-deployed AI product developer

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SUMMARY

AI product developer and experience designer. Works directly with customers to scope, design and build AI-powered web applications end to end; most recently shipped a live AI-personalized event platform. More than a decade of creative and design work, including enterprise websites for FM Global and Bank of America.

EXPERIENCE

Director of User Experience & Forward Deployed Engineer

Mar 2026 – Aug 2026

Wellesley Global · Full-time

- Worked forward-deployed with the event and business teams: scoped, designed and built AI-powered web applications end to end, including Mastering SAP Collaborate (shipped and live) and Autonoma (in development).
- **Mastering SAP Collaborate:** designed and built the live event platform largely independently, replacing a dated WordPress site; visitors describe their role by text, voice or chat and get a personalized guide with recommended sessions, colleague roles and logistics. React, Supabase, server-side AI functions, Swoogo event-data sync.
- **Autonoma:** designed and developed an AI knowledge application for SAP professionals, with conversational exploration, topic-based content discovery and an Ask Insider question flow; still in development when the role ended.
- **Events Manager:** built an internal event-operations platform from scratch with Lovable and integrated the company's existing Swoogo API feed, bringing event information into one workspace for marketing and sales teams and supplying content to connected event websites. Scope spanned requirements gathering with managers and stakeholders, application development, and integration.

Principal Product Designer

2018 – Present

VE Digital · Independent practice

- Deliver product design and brand experiences, including SaaS product concepts, front-end prototypes, landing pages and marketing content.
- Manage client discovery, project planning, UX flows, research and creative delivery across varied product engagements.
- Coordinate design and content work across interfaces, illustration, photography and promotional video.

Senior Experience / Product Designer

Jun 2022 – Nov 2024

FM / FM Global · Remote

- Spearheaded the FM.com redesign aligned with the company's 2024 rebrand, translating stakeholder needs into a coherent enterprise website experience.
- Developed a design system for reusable, consistent marketing and content experiences.
- Conducted usability studies and discovery sessions with senior stakeholders to inform product and design decisions.
- Collaborated with development teams on CMS implementation; supported the FM Resilience Index, email design system and conversion-oriented marketing work.
- Mentored a junior designer across ongoing projects.

Senior Experience Designer

Dec 2021 – Mar 2022

Bank of America, via Digitas and GroupeConnect · Remote

- Worked with agency teams on platform design and experience development for BankofAmerica.com.
- Conducted product discovery and user research for new initiatives.
- Contributed to the enterprise website design system and maintained detailed brand and experience standards.

Art Director

Nov 2020 – Apr 2021

Thesis / Barrington Media Group · New York, NY

- Created visual-design and marketing assets including advertisements, brand profiles, typography, iconography and custom interface elements.
- Worked with internal marketing teams to develop original creative work within client brand requirements.

UI/UX Designer

Feb 2020 – Nov 2020

Thesis / Barrington Media Group · New York, NY

- Designed and prototyped landing pages, tested design systems, and created widgets and on-site marketing components for national and international brands.
- Collaborated with executives, CRO managers, designers and developers to connect customer experience with marketing objectives.

Creative Director

Feb 2012 – Nov 2018

St. John's University · New York, NY

- Hired and led a six-person documentary production team, coordinating research, content, visual planning, filming and editing.
- Conducted interviews with students, faculty and staff, and presented documentary and promotional work to university stakeholders.

PROJECTS

Mastering SAP Collaborate — AI-personalized event experience | [Case study](#) · [Live site](#)

Autonoma — AI knowledge application | [Case study](#) · [Development preview](#)

Center City Dermatology — Client website · In progress | [Case study](#) · [Client project preview](#)

- Leading strategy, information architecture, visual design and development for a dermatology practice serving three locations.
- Organizing services, providers, treatments and patient information into a clear website experience with appointment calls to action.

FM.com and FM Resilience Index — Enterprise website, design system and research | [Case study](#)

- Led task-based usability research into map navigation, help discoverability and interpretation of resilience data.

Reelize — AI-assisted video product design | [Project overview](#)

- Designed workflows for AI-assisted video highlights, manual editing, clip organization and collaboration.
- Used discovery, journey mapping and prototypes to develop the product experience.

SKILLS

Product and customer work: Discovery, requirements clarification, product strategy, client presentations, stakeholder collaboration, project planning and delivery.

Application work: AI-enabled product development, web application implementation, front-end development and prototyping, integrations, personalized and conversational experiences.

Experience design: UX/UI, information architecture, interaction design, journey mapping, responsive design and enterprise design systems.

Research: User interviews, task-based usability studies, prototype evaluation and translating findings into design recommendations.

Tools documented in earlier work: HTML, CSS, JavaScript, Figma, FigJam, Framer, Sketch, InVision, Balsamiq and Adobe Creative Suite.

Additional background: Creative direction, team leadership, video production, photography and DaVinci Resolve.

Languages: English, Spanish and Russian.

EDUCATION

Stony Brook University