



Janek Valdsalu

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UX/UI Designer | User Experience,
Interface Design, Graphic Design

2026 - today **AI assisted designer/developer at ELDYcare**

Joining as a classic Figma UX/UI designer, I had to adapt and evolve to move over to the Claude development cycle for rapid iterations and delivery power. It has been enlightening.

2025 - 2025 **Product designer at 99Math**

Being responsible for the design of the client facing side of the product, challenges included very limited screen sizes and non-tech-savvy user base.

2024 - 2025 **Visual designer at Zendesk**

I was a part of a large rebranding initiative, that was a behemoth to tackle. Also did some infographics, internal materials and graphics for events.

2016 - 2024 **Marketing designer at Klaus**

I was responsible for the entire persona of the mascot cat Klaus, created his personality, narrative and graphics related to it. Lots and lots of marketing materials.

2016 - 2022 **Design team lead at Single.Earth**

Leading a team gave me extensive experience in management and collaboration. We created a back-office for a complex and data-heavy land management system.

2014 - 2016 **Product designer at Mooncascade**

Designed various websites and apps for both native iOS and Android as well as hybrid and container apps. Also many internal graphic design projects.

2013 - 2014 **Graphic designer at Der Tank**

Worked on numerous projects for major Estonian clients, including brainstorming ideas, organising photoshoots and filming locations, and designing packaging.

2012 - 2013 **Web designer at Aspedia**

General web design for local clients in Australia, Brisbane area. From initial briefing to ready-to-develop design. Communication with clients.

2011 - 2012 **Graphic designer at Brilliant**

As Watson got Acquired by Brilliant I continued the same work, with more high-profile local clients. Elisa, Nautimus and Tartu Shopping Centre.

2010 - 2011 **Graphic designer at Watson Wunderman**

Worked on advertising campaigns for Liviko, Estonian Health Insurance Fund, If Insurance, Viru Centre and many others. Ideation, communication, creation.

2007 - 2009 **Multimedia designer at Nortal**

Mainly marketing materials for clients, lots of Flash banners using Actionscript elements. In house materials, posters, microsites. Christmas greetings.

2005 - 2006 **Print designer at Kuma Publishing**

Responsible for getting many crossword magazines ready for print. Created several colouring books for kids and did lots of in house posters and t-shirts etc.

Expert in the following

Adobe Creative Suite, Figma, Notion, Slack, Linear, Sketch, Figjam, Miro. WCAG awareness.

Languages

Expert in English, Estonian.

Hobbies

Dirt biking, photography, singing, woodworking, cooking, drone flying, gaming, hiking, camping, and videography. Also padel.