

Vazha Eremeishvili

Experience-driven design and strategy professional focused on optimizing complex service systems and digital products.

Combine research, systems thinking, and business strategy to create scalable, user-centered solutions.

Translate customer insights and behavioral data into measurable product and service improvements.

Identify growth opportunities, operational inefficiencies, and experience gaps across the customer lifecycle.

Support strategic decision-making through structured analysis and evidence-based recommendations.

Align cross-functional teams around shared experience and business objectives.

Driven by impact, continuous optimization, and long-term value creation.

Employment history: **Service Designer at TBC**

December 2025 – Present

- Design and optimize end-to-end service experiences across digital and physical touchpoints
- Develop service blueprints, ecosystem maps, and customer journey maps
- Identify service gaps, pain points, and operational inefficiencies
- Facilitate cross-functional workshops with product, tech, and business teams
- Align customer experience strategy with business goals
- Translate research insights into service-level improvements and innovation initiatives
- Contribute to strategic decision-making through systemic analysis

UX Researcher at TBC

September 2020 - December 2025

- Conducted usability testing (qualitative and quantitative)
- Led the user experience for websites and mobile apps from start to finish.
- Improved designs by incorporating new technologies and frameworks.
- Tracked and analyzed website performance metrics.
- Gathered customer feedback and provided UX recommendations.
- Researched and suggested ways to make websites more user-friendly.
- Identified and documented technical issues affecting usability.
- Tested UX design elements and provided feedback for improvements.
- Led UX research workshops and training sessions.

Software

Adobe Programs	Miro	Figma	FullStory
Optimal workshop	Protopie	Maze	Userzoom

Skills

Cross-Functional Leadership	Business-Experience Alignment	Strategic Service Design
Research & Insight Analysis	Evidence-Based Product Growth	Systems-Level Problem Solving