

Ivan Fanda

Senior Product Designer

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SUMMARY

Senior Product Designer with 7+ years designing Fintech, SaaS, and AI-driven B2B products end-to-end, from research and UX architecture to scalable design systems across Web, iOS, and Android. Track record of measurable business impact: conversion and retention gains across two markets, and platform scale from 125K to 4.8M orders/year.

SKILLS

Areas of expertise: Product Design, UX Strategy, User Research, Information Architecture, User Flows, Design Systems, AI-assisted workflows

Tools: Figma, FigJam, ProtoPie, Framer, Mixpanel, Amplitude, Maze, Jira, Confluence, ChatGPT, Claude, Midjourney

PROFESSIONAL EXPERIENCE

Senior Product Designer | KDV Online, B2B Trade Platform | Feb 2023 – Present

- Scaled platform from 125K to 4.8M orders/year (€22M → €850M GMV) across 9 countries
- Unlocked a new buyer segment previously blocked at checkout, generating ~250 orders/month from zero; replicated across 2 additional markets with zero architecture changes
- Designed the offline-mode system end-to-end (manual data exchange, archive structure, cash fiscalization) and shipped payment & compliance UX across all 9 markets

Senior Product Designer | TrainFlow, SaaS Fitness Platform | Aug 2023 – Present (Part-time)

- Drove 19% free-to-paid and 34% paywall-to-payment conversion by designing the product's first monetization flow (coach subscriptions), generating the platform's first real revenue
- Owned TrainFlow end-to-end as sole designer, from concept to MVP: full-cycle research, UX architecture, and design system across 70+ user flows for a multi-role platform (coaches/athletes) spanning 40+ sports

Product Designer | ITPO, Web3.0 Platform | Sep 2022 – Jan 2023

- Joined mid-development and designed onboarding, navigation, and payment flows for a platform targeting 100K+ users
- Audited existing screens and reworked inconsistent UI patterns into a unified structure ahead of planned launch

Product Designer | CFT, KoronaPay Fintech Wallet | Dec 2020 – Aug 2022

- Led UX design of the wallet from concept to MVP, defining 50+ end-to-end flows (transfers, card management, credit limit) and rebuilding the cross-platform design system on Auto Layout
- Reduced drop-offs by 24% by diagnosing a top support-contact driver through 8 user interviews and redesigning payment confirmation

Product Designer | Dornadzor — Government Road Safety Platform | 2018 – Nov 2020

- Designed the platform's design system and core user scenarios, working within a cross-functional team of engineers and analysts

EDUCATION

Applied Computer Science in Design | Peter the Great St. Petersburg Polytechnic University

Applied Informatics in Economics | St. Petersburg State University of Water Communications

LANGUAGES

English: Upper Intermediate (B2) | Russian: Native