

Igor Safonov

Senior product designer with 15+ years of experience

ABOUT

Product design generalist driven by impact, curiosity and craft. Beyond Figma, I regularly engage with customers, collaborate across teams, and analyse data to gain deeper customer insights.

PORTFOLIO

igorsafonov.com

LOCATION

Based in Riga, Latvia

Born in Moscow, Russia

Open to relocation. Require visa sponsorship for on-site roles outside Latvia.

CONTACTS

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✉ [Telegram](#)

🌐 [LinkedIn](#)

EDUCATION

Describing the ROI of Design
Maven, 2023

PM Masterclass for Designers
Maven, 2023

Storytelling for Designers
Maven, 2023

Moscow State University of
Instrument Engineering and
Computer Science
4 semesters

Design Lead @ Helpdesk Media

May 2022 — June 2023 · Full-time

Startup initiative to help victims of the war in Ukraine. Raised €1.000,000+ in donations, provided support to 35.000+ people on a chat hotline. Featured by NYT, The Economist, The Guardian, Bild, Neiman Lab, etc.

- As a founding designer, established a user-centred process to deliver products aligned with user and business goals. This helped to launch a fully functional conversational support system in 5 months. It was used by 300+ support agents, achieving 95% customer satisfaction
- Identified key problems with our donation solutions, led design and delivery of consolidated platform, enabling 26 fundraising campaigns (€1M+), generating €70,000+ in donor tips, and reducing processing costs
- Conducted user research to identify pain points and redesigned knowledge base search & navigation to address them. Increasing usage by 21% and earning overwhelmingly positive user feedback: “This is all we ever wanted”
- Aligned cross-functional teams of engineers, designers, and analysts on product solutions and roadmaps, maximising impact with limited resources

Senior Product Designer @ Huntflow

Mar 2021 — May 2022 · Full-time

B2B SaaS for recruiters. Leading applicant tracking system in Russia. 100+ employees, 2K paying customers, 115K users, €8M revenue in 2023.

- Led the design of a department management system that reduced support tickets by 18% and became a template for other directories
- Led design of video calls integration, now used by 33% of customers
- Aligned CEO, CTO, and product teams on design strategy and roadmaps, improving planning and predictability of complex features delivery
- Established collaboration with support, sales, marketing to inform design decisions with business data, reducing iterations and enabling confident alignment of customer and business needs.

Product Designer @ Aktyon

Oct 2018 — Mar 2022 · Full-time

Legaltech SaaS. 150K+ paying customers, 5,000+ employees, €13.5M+ annual revenue

- Led redesign of Aktyon's flagship legal content platform (90K paying clients, 14 products) in collaboration with CPO, CDO, and CTO + 20 other stakeholders, resulting in 9% churn reduction, increased NPS, and 2x annual sales growth
- Created unified design system supporting unique branding across 14 products while maintaining single codebase
- Analysed data to mitigate risks for large-scale redesign serving existing customer base
- Designed a CMS enabling editorial collaboration and interactive content, now used by 300+ Aktyon employees

Freelance Designer

Dec 2009 — Sep 2018

8+ years freelance experience designing and launching products, apps, and websites from scratch. Highlights:

- Redesigned Cosmopolitan Russia website
1,000,000+ visitors/mo in 2016
- Designed Afisha Restaurants mobile app from scratch.
ThinkYelp, but for Russian market
🏆 Apple's best of Russian AppStore, 2015, ★★★★★½ rating
- Designed a CMS for Lenta.ru
5th most popular European news website in 2015 according to comScore