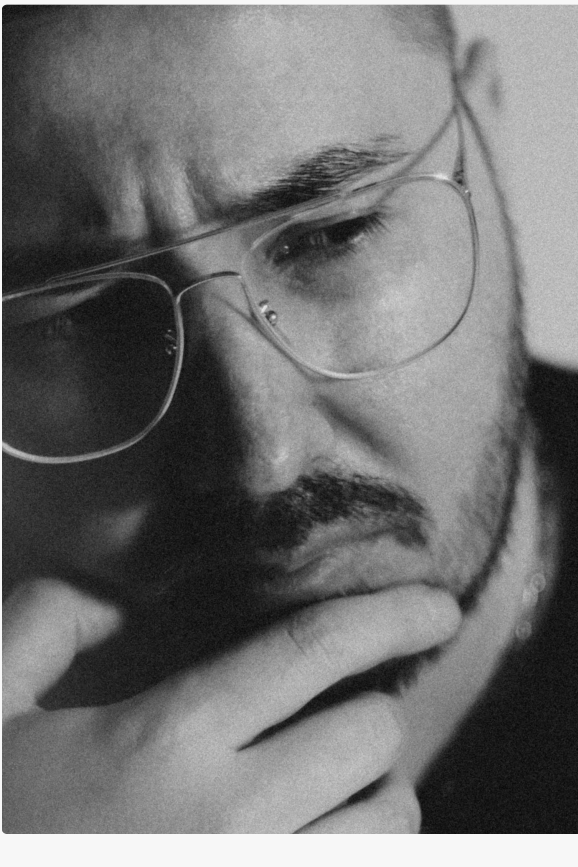




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[WHO I AM]

PRODUCT DESIGNER WITH 10+ YEARS IN FINTECH, SAAS, AND B2B. I WORK ON COMPLEX PRODUCTS – CRMS, OPERATING SYSTEMS, MOBILE – WHERE INTERFACE SPEED DIRECTLY AFFECTS EFFICIENCY AND REVENUE. I DON'T DECORATE; I ELIMINATE THE UNNECESSARY. I FIND WHERE THE SYSTEM PREVENTS PEOPLE FROM THINKING AND ACTING QUICKLY.

[EXPERTISE]

PRODUCT & STRATEGY	DESIGN & RESEARCH	PLATFORMS
JOBS TO BE DONE	DESIGN SYSTEMS	IOS / ANDROID / WEB
FRICTION AUDIT	UX RESEARCH	
GROWTH LOOPS	HIG / MATERIAL / HMI	TOOLS
AARRR		FIGMA / FRAMER / CURSOR / CLAUDE CODE

[EXPERIENCE]

Oct 2024 – Apr 2025

- NAVIO (Autonomous Vehicles / B2B Platform)
 - Senior Product Designer
 - Moscow, Russia
- Designed B2B interfaces for autonomous vehicle management – a product where a UX error is measured not in churn, but in incidents.
- Designed a new rover management flow: combined AR layers, telemetry, and operator interface into one system – operators see everything without switching screens.
- Mapped operator and engineer scenarios: monitoring, navigation, state control – no cognitive noise.
- Redesigned the alert system → critical events stopped getting lost among informational notifications.
- Optimised navigation → fewer clicks in high-pressure, fast-paced operator situations.
- Built a Growth Loops & Key Factors model – identified retention growth points and onboarding time reduction opportunities.
- Developed a Moat model: UX and operational architecture barriers that complicate switching to competitor solutions.
- Contributed to building the design system for complex operational interfaces.

May 2020 – May 2024

- RE:LUNA – SaaS Fintech / Digital Banking Platform
 - Senior Product Designer
 - Dubai, UAE
- Designed a multi-role SaaS platform (customer-facing + back-office) with a long user lifecycle.
- B2C mobile app for ultra-HNW investors (\$1.26B AUM): portfolio, strategy marketplace, analytics, orders, price alerts, financial reporting.
- Operator order flow: processing time 4 min → 1 min, confirmations 5 min → 2 min, successful orders ~90 → ~240/month.
- Financial products marketplace: redesigned navigation and cards → +30% active users.
- Banking product configurator → +20% conversion at checkout stage.
- Design system on Angular from scratch: components that devs actually use → -25% time-to-market.
- Back-office dashboard redesign: operators no longer needed to keep instructions at hand.
- Visual brand language adapted across all product touchpoints.
- Investment strategy purchase flow with a returns calculator.

Nov 2019 – Oct 2020

- Альфа-Банк – Fintech / Digital Banking
 - Senior Product Designer
 - Moscow, Russia
- Designed and developed digital banking products for B2C and B2B.
- Mapped User Flows for key banking processes.
- Redesigned key screens → reduced drop-offs and user errors.
- Worked with analytics, hypotheses, and A/B tests.
- Collaborated with product managers, analysts, and engineering.

Jun 2018 – Jul 2019

- SBER / Domclick – Digital Platform
 - Senior Product Designer
 - Moscow, Russia
- Designed user scenarios for a large-scale digital real estate platform.
- Optimised search, application, and transaction support processes.
- Improved UX of key user flows → growth in target actions.
- Worked with the design system and unified interface patterns.
- Participated in product research and hypothesis formation.
- Collaborated with product managers and engineering.

Dec 2014 – Apr 2018

- Rate & Goods – Consumer App / Startup
 - Product Designer
 - Moscow, Russia
- Designed user scenarios and interfaces for a consumer product in active growth stage.
- Developed UX for barcode scanning → improved data accuracy by ~10%.
- Designed a cross-platform solution (Web, iOS, Android).
- Contributed to key user flows in a product with 1M+ MAU.
- Interface optimisation → user base growth of ~25%.
- Fast iterations, close collaboration with product and engineering.

Dec 2013 – Dec 2014

- Intellectual Social Systems – B2B / Enterprise Solutions
 - UX / UI Designer
 - Moscow, Russia
- Designed interfaces for corporate and public digital products: portals, dashboards, services.
- Developed user scenarios and screen architecture.
- Designed responsive interfaces for web and mobile (native and hybrid).
- Worked with business requirements under product team guidance.
- Worked with business requirements under product team guidance.
- Focused on usability and clarity of complex interfaces.

Nov 2009 – Nov 2013

- Self-employed / Freelance
 - Junior Designer / Visual Design
 - Chirchik, Uzbekistan
- Self-taught and applied web design, graphic design, and 3D tools.
- Designed visual solutions for small digital projects.
- Built foundational skills in composition, typography, and visual hierarchy.
- Transitioned from visual design to interfaces and digital products.