

Igor Safonov

Senior product designer with 7+ 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

I live in Riga, Latvia
Born in Moscow, Russia
Open to relocation,
require visa sponsorship

CONTACTS

✉ hi@igorsafonov.com

☎ +3712 053 369 4

📩 [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