

Daniil Dukhovskoy

Product Designer Senior|

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Senior Product Designer with 10 years of experience and a main focus in fintech, payments, lending and working on origination. I design these flows end to end for a large user base and wide variety of device form factor app is used on. I work with PMs, engineers and data teams and validate decisions through user research, usability testing and funnel metrics. The design teams I lead are growing through deep understanding of even how and why basic decisions are made

EXPERIENCE**Vanta (ex PosCredit) – Fintech B2B, B2C lending – Lead Product Design***01/2024 - Present @ Argentina, remote*

- Design the B2POS origination flow end to end on a POS lending platform used by 3,000+ businesses: cart, load calculator, applicant data, credit scoring, bank offers approval and SMS e-signature for credit agreement;
- Designed the card application and onboarding flow for BNPL card MVP, plus application flows for an insurance marketplace;
- Designing platform wide B2C redesign based on MVP product data metrics and i50+ in-person interviews;
- Simplified the application and decision steps: median completion time went from average 9:00 down to 6:20. 40% of users (32,000+ devices) have moved to the redesigned version, iterated through several A/B tests and in-depth interviews;
- Added an in-product knowledge hub with AI-based search hub covering each bank partners' terms and requirements, so POS-workers who apply for customers' loans see the obvious differences in bank products and now able to upscale additional products. Support tickets fell almost by 40% and process-related tickets a further 19%;
- Tight work with PMs, PAs and BAs to track conversion and drop-off by funnel step in AppMetrica and PostHog to find optimization opportunities;
- Built and maintain the design system keeping the design language consistent and scalable across B2B and B2C products;
- Designed the companion mobile app (loan applications, application management, refunds and basic sale analytics) for in-field employees. Now in closed beta with 12,000 users.

TEKO – B2B SaaS, Payments – Senior Product Designer*05/2022 - 01/2024 @ Argentina, remote*

- Redesigned payment flows and key interfaces, cutting time from the pay tap to funds withdraw by about 30%; for small business
- Launched an online booking and CRM, improving retention;
- Set up behavioral analytics and A/B testing with business teams for LTV growth and better customer understanding.

Primebeef – DTC / Retail – Lead Designer*11/2020 - 02/2022 @ Russia, Moscow*

- Launched the e-commerce and mobile experience and set the visual strategy, growing online sales to 22% of all sales within 1 year;
- Co-created a product line in collaboration with Yandex Lavka (15-minutes food delivery system), lifting brand awareness by approximately 20%.

Camber – Creative Studio – Designer to Senior Designer*03/2016 - 11/2020 @ Russia, Moscow*

- Led cross-functional team of up to nine designers (graphic, notion, 3d, web);
- Art-directed the Abrau-Durso 150th anniversary project from brief to concept through delivery.

EDUCATION

British Higher School of Art & Design – Fashion Design, 2022

Lomonosov Moscow State University – BA International Relations, 2018

CERTIFICATIONS

LVMH – Certificate in Creation and Branding in Retail and Customer Experience, 2025

University of Minnesota – Certificate in User Interface Design, 2023

SKILLS

Origination & lending: onboarding, card applications, loan applications, KYC and identity verification, eligibility and credit scoring UX, approval flows, BNPL, compliance-driven design.

Conversion & data: conversion optimisation, funnel analysis, metrics and funnel performance, A/B testing, data-driven design, analytics instrumentation.

Research: user research, in-depth interviews, usability testing, journey-mapping.

Design: end-to-end UX, user journeys, design systems, design language, prototyping, iOS and Android, WCAG, dev handoff, cross-functional collaboration with teams

Tools: Figma, Adobe CC (PS, AI, ID, XD, AE), PostHog, AppMetrics, Lottie, Spline, Jira, Notion, Zeroheight.

Languages: English (C1), Spanish (B2), Russian (native).