

DANIIL DUKHOVSKOY

Product Designer Senior – Fintech, Origination & Lending

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Open to relocation | Remote-ready

SUMMARY

Senior Product Designer with 10 years in fintech and lending, working on origination: onboarding, card and loan applications, KYC verification and approval. I design these flows end to end. At B2POS, used by 3,000+ businesses, median application time went from 9:00 to 6:20; at Ualá, an onboarding redesign was followed by 17% MAU growth over four months. I work with PMs, engineers and data teams, and validate through user research, usability testing and funnel metrics.

EXPERIENCE

Vanta (PosCredit) – Fintech B2B, Lending · Lead Product Designer

03/2025 – Present · Remote

- Design the B2POS origination flow end to end on a point-of-sale (POS) lending platform used by 3,000+ businesses: cart, loan calculator, applicant data, credit scoring, bank offers, approval and SMS e-signature of the credit agreement
- Designed the card application and onboarding flow for a BNPL card MVP, plus application flows for an insurance marketplace; now designing platform-wide onboarding
- Simplified the application and decision steps; median completion time went from about 9:00 to 6:20. 40% of users (~32,000 devices) have moved to the redesigned version, iterated through A/B tests and in-depth interviews
- Added an in-product knowledge hub covering each partner bank's terms and requirements, so applicants see why a decision was made; support tickets fell 40%, and process-related tickets a further 19%
- Work with PMs, engineers and data analysts; track conversion and drop-off by funnel step in AppMetrica and PostHog to find optimisation opportunities
- Built and maintain the design system (tokens, components, multi-theme support, documentation) in Zeroheight and Storybook, keeping the design language consistent and scalable across lending products
- Designed the companion mobile app (loan applications, application management, refunds, sales analytics), now in closed beta with 12,000 partner users

Ualá – Fintech / Digital Banking · Senior Product Designer

01/2024 – 04/2025 · Argentina, Remote

- Redesigned the iOS and Android onboarding and KYC verification flow from funnel analysis and 20 user interviews; MAU grew 17% over the following four months, with lower KYC abandonment
- Built a multi-platform design system with adaptive dark mode, iOS/Android parity and WCAG accessibility; releases became about 30% faster
- Applied motion design following Apple Human Interface Guidelines; perceived usability rose 22%
- Worked in an agile cross-functional pod with product, engineering and data to ship, measure and iterate

TEKO – B2B SaaS, Payments · Senior Product Designer

05/2022 – 01/2024 · Hybrid

- Redesigned payment flows and key interfaces, cutting time from the pay tap to funds withdrawal by about 30%
- Launched an online booking and CRM product for small businesses, improving retention
- Set up behavioural analytics and A/B testing with business teams to grow LTV

Primebeef – DTC / Retail · Lead Designer

11/2020 – 02/2022 · Hybrid

- Redesigned the e-commerce and mobile experience and set the visual strategy, growing online sales by 40%
- Co-created a product line with Yandex.Lavka, lifting brand awareness by 35%

Camber – Creative Studio · Designer to Senior Designer

03/2016 – 11/2020 · Moscow

- Promoted to Senior Designer; led cross-functional teams of up to nine designers (graphic, motion, 3D, web)
- Art-directed the Abrau-Durso 150th-anniversary project from brief and concept through to delivery

EDUCATION

- LVMH – Certificate in Creation and Branding in Retail and Customer Experience, 2025
- University of Minnesota – Certificate in User Interface Design, 2023

- British Higher School of Art & Design – Fashion Design, 2022
- Lomonosov Moscow State University – BA International Relations, 2018

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 accessibility, developer handoff, cross-functional collaboration with PMs, engineers and data teams

Tools: Figma, Zeroheight, Storybook, PostHog, Amplitude, AppMetrica, Lottie, Spline, Jira, Notion, Adobe CC

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