

Ivan Fanda

Senior Product Designer

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Summary: Senior Product Designer with 7+ years designing complex products across B2B, fintech, and consumer SaaS. Designed core workflows for a B2B trade platform that scaled from 125K to 4.8M orders per year across 9 countries at KDV Group. Designed fintech products for KoronaPay, reaching 13M+ users. Drove double-digit gains in conversion and retention on an AI-powered coaching platform at TrainFlow. Skilled in design systems, data-driven design (Mixpanel, Amplitude), and cross-functional leadership across product and engineering teams.

Skills: Product Design | UX/UI | UX Strategy | Product Strategy | Information Architecture | User Flows | Design Systems | MVP | Discovery | Delivery | Feature Prioritization | Regulated UX | Cross-Platform Design | Localization | User Research | CustDev | Quantitative & Qualitative Research | A/B Testing | User Metrics | Data-Driven Decision Making | Figma | FigJam | ProtoPie | Framer | Mixpanel | Amplitude | Maze | Jira | Confluence | Scrum | Kanban | Agile | Lean UX | AI-Assisted Workflows | ChatGPT | Claude | Midjourney

PROFESSIONAL EXPERIENCE

KDV Group (Feb 2023 – now)

Helsinki, Finland

Large B2B SaaS trade platform for trade agents across 9 countries, built by KDV Group, the largest snacks and confectionery producer (Forbes).

Senior Product Designer

- Responsible for design across the trade agent's core workflows as the platform grew from a regional tool into a multi-country operation. Designed a full offline-mode system covering 27 use cases for markets with unstable internet connectivity.
- Contributed to platform growth from 125K to 4.8M orders per year (€22M to €850M in annual GMV) through iterative UX improvements to the core ordering flow.
- As part of discovery, analyzed customer experience (CX) and customer journeys (CJM) for the company's B2B clients, identifying key workflow gaps ahead of the platform's multi-country expansion.
- Reduced order-placement time by 25% by simplifying the order flow: fewer required steps and a digital keypad for fast quantity entry.
- Studied local legal requirements in CIS countries and designed payment and compliance UX, covering banking transactions, instant transfers, and tax ID validation.
- Coordinated a cross-functional team of 16 specialists, including product, analytics, frontend and backend developers, and QA testers. Delivered 200+ UX/UI improvements over 2 years, from small interface fixes to system-level changes in order and return flows.

TrainFlow (Aug 2023 – Jun 2026)

Helsinki, Finland

AI-powered SaaS coaching platform across 40+ sport disciplines, with dual coach/athlete interfaces.

Senior Product Designer

- Responsible for the full user lifecycle of TrainFlow, a cross-platform app, including concept, MVP, full-cycle research, UX architecture, and the design system across 70+ user flows.
- Designed the AI Coach feature end-to-end together with engineers, covering onboarding, weekly check-ins, goal management, and post-race flow. Translated a 22-requirement functional spec into a guided coaching experience.
- Designed Athlete Insights, a performance analytics module showing training load (ATL/CTL/TSB), heart-rate zones, and efficiency metrics in a format accessible to users without a sports-science background. Included data visualization through charts and tables.
- Drove 19% free-to-paid and 34% paywall-to-payment conversion by designing the product's first monetization flow, the platform's first real revenue.
- Increased user feedback volume by 17% by redesigning the weekly check-in flow to make it faster and easier for athletes to respond.

My7 NFT (Sep 2022 – Jan 2023)
Web3 platform, NFT marketplace for the creator economy.

St. Petersburg, Russia

Product Designer

- Designed onboarding, notification system, and payment flows for a platform targeting 100K+ users.
- Designed the activation flow for a MagicTouch NFT card tied to a joint promotional campaign with an influencer, covering the full path from claim to activation.
- Audited existing screens and reworked inconsistent UI patterns into a unified structure ahead of the planned launch.

KoronaPay (Dec 2020 – Aug 2022)

St. Petersburg, Russia

KoronaPay is the FinTech brand of CFT, one of Russia's TOP-5 largest software developers, reaching 13M+ app users.

Product Designer

- Designed the UX architecture for KoronaPay's new Wallet product (KoronaCard) from scratch, working with a cross-functional team of analysts and a product manager. Covered 50+ end-to-end scenarios, including the card screen, transaction history, and Apple Pay / Google Pay support.
- Extended the product with a credit-limit flow, including KYC verification, credit activation, and repayment options (minimum payment or full payoff) for users carrying a balance.
- Fixed inconsistent component behavior across iOS and Android by auditing and rebuilding the design system with Auto Layout and component variants, establishing documentation the team could rely on.
- Reduced drop-offs by 24% by diagnosing a top support-contact driver through 8 user interviews and redesigning payment confirmation.
- Ran an A/B test on an SMS notification toggle, increasing opt-in from 20% to 22.8% and driving a 14% revenue lift on ~100K monthly payments.

Dornadzor (2018 – Nov 2020)

St. Petersburg, Russia

Government road-safety GIS platform for regional transport authorities and road engineers (B2G/B2B).

Product Designer

- Analyzed 6 competitor GIS tools to inform the platform's core UX approach and design system.
- Designed 50+ scenarios for road engineers working with the map interface, covering the platform's core interaction model for road-network data.
- Designed an admin panel for content moderation, replacing manual database work by developers. This cut manual data-loading work (maps and related data) by 90% and let administrators manage user access and permissions independently.

EDUCATION

Peter the Great St. Petersburg Polytechnic University

St. Petersburg, Russia

A leading Russian technical university, primarily focused on engineering, applied sciences, and design education.

Bachelor's degree, Applied Computer Science in Design (2013 – 2016)

St. Petersburg State University of Water Communications

St. Petersburg, Russia

A Russian state university focused on transport, engineering, and economics education.

Master's degree, Applied Informatics in Economics (2006 – 2011)

ADDITIONAL INFORMATION

Languages: English (Upper Intermediate/B2), Russian (native)

Continuously growing skills in AI-assisted design workflows and product strategy, as well as cross-functional communication and stakeholder collaboration.