

Product Designer with 5+ years in B2B & B2C SaaS. Now supporting €1.5M+ ARR sales-led pipeline with MVP design. Experienced in design system creation and adoption. Love travelling and exploring nature.

## Frameworks

Jobs To Be Done

Lean UX

Atomic Design

ShapeUp

## Hard skills

Interaction Design

Typography

Design Systems

HTML, CSS, JS

## Soft skills

Design thinking

Project management

Fast learning

Fluent english

## Inspiration

Music

Cars

Nature

Travelling

## Work Experience



### SEOmonitor

An analytics tool utilized by 2000+ SEO agencies to acquire and retain more clients. Successfully helps customers from US and Europe efficiently manage 4.5M+ keywords.

### Senior product designer

June 2024 – Present time

- Supporting €1.5M+ ARR sales pipeline. Few points:
  - Designed and integrated writing style customization workflow for AI Content Writer, enabling agencies to maintain consistent brand voice across 2000+ monthly articles.
  - Tripled Content Audit feature engagement and increased perceived value by integrating 15 additional data analysis points.
  - Increased feature delivery speed by 25% by scaling and adopting design system.
- Reduced billing-related support tickets by 20% by integrating new subscription management system. Serves 2000+ teams.

### Middle product designer

Feb 2023 – May 2024

- Participated in User Research and UX tests, including 100+ user session recordings, 15 UX-interviews to improve onboarding flows.
- Was responsible for feature delivery across the platform:
  - Google Search Console connection and account management improvements.
  - Delivered keyword intent feature including new type of data visualization, widgets and educational materials.



Russia's biggest automotive social network with 30M+ monthly users that helps professionals and car enthusiasts to create, share, and manage complex content.

## **Middle product designer**

Sep 2021 – Feb 2023

- Delivered Professional account MVP in 4 weeks. Reached \$60K+ ARR in 6 months by allowing entrepreneurs to sell services on the platform.
- Migrated core product interfaces serving 500K+ daily users from legacy to new design system with no increase in support tickets.
- Led design and development of a new flagship mobile app establishing core UX patterns and features from concept to pre-launch.

## **Junior product designer**

Jan 2021 – Sep 2021

- Contributed to systematization principles of the whole product using jobstories and user interviews as tools to test hypotheses and designs.
- As a part of design team:
  - Reduced complexities and contradictions in design and development process.
  - Created UI-kit for designers and engineers allowing to focus on UX development and user research.

## **Product designer trainee**

Oct 2020 – Dec 2020

- Helped to develop a new design system key concepts.
- Created a prototype and participated in UX interviews to address main risks and test hypotheses with users.

# **Education**

**Product Management** · WANNABE · 2024

**Typography & layout** · Gorbunov design school · 2023

**Tables & Data visualization** · Igor Shtang · 2023

**Bachelor of Digital product design** · Moscow Economics School · 2016–2021