

2022-2024	Petcube	<p>Product design director</p> <ul style="list-style-type: none">• Launched Petcube 360 camera;• Launched Petcube Tracker;• Led experiments:<ul style="list-style-type: none">• New video timeline: Churn -0.37% ↓, Playback +22% ↑;• New Onboarding: CR +17% ↑;• Petcube Care: Trial CR +30% ↑, MRR +9% ↑;• Petcube Emergency Fund: MRR +63% ↑ in a year;• Managed:<ul style="list-style-type: none">• Developed performance evaluation framework;• Implemented new design-to-development pipeline, increasing the consistency of design in production and reducing time for QA.
2022-2024	Ozero Design Studio	<p>Product design director</p> <ul style="list-style-type: none">• Established a product design department from scratch;• Grew it from \$0 to over \$1,000,000 in profits within a year;• Led and mentored a team of up to 8 designers at its peak;• Completed 11 projects across health, consumer electronics, aerospace, and enterprise domains, both B2B and B2C;• Developed and implemented a performance evaluation framework;• Actively engaged in sales calls and operational enhancements.
2020-2022	Timepad	<p>Head of product design</p> <ul style="list-style-type: none">• Developed and executed redesign strategy with a team of 5 designers;• Created React design system in a year;• Resolved interdepartmental conflicts via new design delivery pipeline;• Implemented streamlined hiring process.
2019	PandaDoc	<p>Growth designer</p> <ul style="list-style-type: none">• Applied as a design system designer, shifted to newly formed growth department, where I failed at the job but succeeded in learning.
2018-2020	Planca	<p>Founder, designer, developer, sales</p> <ul style="list-style-type: none">• Founded and led profitable remote coaching company from day one, serving users from the US and Europe;• Achieved an average user lifespan of 8 months with a \$500 monthly subscription;• Closed due to evidence indicating the nonexistence of the market.
2016-2018	Delivery Club	<p>Lead designer</p> <ul style="list-style-type: none">• Redesigned and expanded Russia's oldest and largest food delivery service;<ul style="list-style-type: none">• Doubled the number of users in a year;• Doubled the average orders per user;• Conversion rate increased by 34%, retention rate increased by 23%;• Valuation increased from \$100,000,000 to \$1,000,000,000 in a year.
2015-2016	2GIS	<p>Designer</p> <ul style="list-style-type: none">• Redesigned a service specializing in crowd-sourced business reviews, implementing responsive layouts and a React design system.
2015-2016	Landy.io	<p>Co-founder, designer</p> <ul style="list-style-type: none">• Co-founded AI-powered landing page optimization service;• Applied to YC, spoke with Sam Altman, secured initial funding to sustain until user base expanded;• Closed due to struggles with product-market fit.
2013-2014	Artlebedev Studio	<p>Intern, designer</p> <ul style="list-style-type: none">• Led Moscow underground navigation implementation and designed documentation for the city authorities;• Learned to use photo studio, retouch, design websites, draw icons, interact with clients, and oversee processes.