Dmitri Muravjov

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A Senior product designer who proactively looks to solve user and business problems, and enables products and teams to scale, his core strengths in design systems, UI & UX, branding and interaction design.

Core skills and tools

- Design system
- Branding
- UI & Interaction
- Visual design
- UX
- Documentation
- Training & onboarding

- Prototyping
- User testing
- Design process
- Storyboarding
- Wireframing
- Data visualisation
- Illustration

- Figma
- Sketch
- Photoshop
- Illustrator
- After Effects
- Miro
- Usertesting.com

- Github
- Codespaces
- HTML
- CSS
- MDX
- Jira / Trello
- Frontify / Storybook

Experience

Zoopla

Senior Product Designer
July 2019 - August 2022

- Enabled 4 product teams to successfully roll out MVP landing pages resulting in an increase in Home claims by +73.2%, Sign-ups by +28.4%, House price views by: +37.1%.
- Aligned 4 product teams and created a roadmap for scaling the brand by designing and phasing the rollout of the Northstar across key product journeys.
- Leading a successful roll-out of the Zoopla campaign by ensuring parity across platforms resulting in an increase in Brand preference by: +34.6%, Brand recognition by +25.4%, and Natural google searches by +21.3%.
- Rebranded the Zoopla App with the new Zoopla identity, enabling the product team to retain consistency between the web and App products.
- Built and rebranded the App design system that allowed the App product team to align with the consumer experience on the website..
- Trained and onboarded 15+ designers on how to apply the new brand language and use the design system through 1-2-1 and small group sessions.
- Lead the documentation on the design system, brand guidelines, onboarding and video guides, enabling internal and external designers and teams to onboard within a week.

- Took ownership of creating and scaling the design system that enables 30+ designers across 20 product teams to utilize a single source of truth across Web, App & Software products..
- Leading the testing and application of the rebrand and redesign of the Zoopla brand as a whole, resulting in an increase of Brand awareness by +64%, Google searches by +45%.
- Took ownership to develop the new user interfaces, interaction patterns and brand application across web, App and software products.
- Improved the property search journey by enhancing various parts of the experience, which saw an increase in saved searches by +26%, valuation leads by +19% and Sign-ups by +13%.
- Enhanced the experience of the new build home buying journeys which generated an increase in lead submissions by +24% and reduced bounce rates by -47%.

Investis Digital

Senior Designer

January 2018 - June 2019

- Taking ownership in crafting award-winning end-to-end digital experiences by raising the standard in the BTB sector.
- Leading teams of 5-10 engineers to build and document CMS integrated design systems that allowed the customer to modify/build experiences through component and pattern variants.
- Took a lead role as the core designer to discover, articulate and roll out multiple branding projects, enabling brands to transform into engaging and user-centric experiences.
- Responsible for producing accurate timelines and estimations for 10+ projects, resulting in a successful track record in client satisfaction.
- Facilitating workshops of up to 10 people that encourage participants to share and contribute to the end goal, resulting in building trust with clients.

MintTwist

Digital Designer

June 2016 - December 2017

- Taking ownership of 5+ projects across BTB & BTC sectors, to deliver new SEO-optimised products and experiences, that helped transform brands and their user offerings.
- Successfully helped start-up brands to establish a strong brand and create a unique product offering through engaging content and experiences securing a space in their competitive markets,
- Leading projects to transform brands and enable them to reposition themselves in the market through effective end-to-end design and SEO implementation.

[View full experience on linked-in](#)

Education

University of Greenwich

BA (Hons) in Graphic & Digital Design - Grade: 2.1

October 2009 - June 2012

Lambeth College

BTEC National Diploma in Graphic Design - Grade: Distinction, Distinction, Merit

September 2007 - June 2009