

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