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Experience

2022 - 2024

[Petcube](#)

US operating YC-backed hardware company

Product Design Director

- Launched Petcube 360 pet camera and Petcube GPS and health tracker on the US market, while supervising the development of supporting features for the app, landing pages, and facilitating collaboration between 2 designers, 3 developers and 2 managers.
- Enhanced video timeline feature, decreasing churn rate by 0.37% and boosting playback engagement by 22% within the first quarter after the execution.
- Led the redesign of Petcube's app onboarding, achieving a 17% increase in onboarding completion rate.
- Increased trial conversion rate for Petcube premium features by 30% and monthly recurring revenue by 9%.
- Elevated MRR for Petcube insurance service by 63% in a year.
- Developed and carried out a performance assessment model based on SMART objectives, weekly progress evaluations, and biannual reviews, enhancing individual performance indicators by 40%.
- Integrated a 'design review' phase in Jira, reducing QA testing timelines by 40% and standardizing design elements across the digital product portfolio.

2022 - 2024

[Ozero Design](#)

Petcube's design studio that works with YC network

Product Design Director

- Initiated a product design department from inception, growing profits from \$0 to over \$1,000,000 within a year, then repeated the profit in the following 8 months.
- Fostered a culture of constant feedback and excellence among an 8-designer team, resulting in a 39% increase in design project profitability and a 20% growth in client referrals.
- Completed 11 high-impact projects spanning B2B, B2C, health tech, aerospace, finance, beauty, and hardware sectors, resulting in a 40% increase in revenue.
- Established a performance evaluation framework with balanced scorecards and continuous feedback loops, driving a 20% enhancement in cross-functional collaboration and a 25% surge in project delivery timeliness.
- Directed operational enhancements through process automation, reducing manual data entry time by 20 hours per week and increasing team productivity by 15%.

2020 - 2022

[Timepad](#)

SaaS for event management

Head of product design

- Led a 5-designer team in redesigning effort, resulting in a complete design overhaul.
- Deployed a scalable React design system, boosting development efficiency by 40% and decreasing time-to-market by 25%.
- Pioneered a structured feedback loop system, decreasing revision cycles by 50% and increasing overall design efficiency by 31%.
- Initiated a structured interview hiring program, reducing interviewer bias by 50% and improving candidate experience feedback scores by 25%.

2019

PandaDoc

A unicorn, SaaS for signing documents
Growth designer

- Transitioned to the growth department and achieved a 25% increase in user acquisition within 3 months through a data-driven approach.

2018 - 2020

Planca ^{RIP}

Remote coaching fitness company
Founder, designer, developer, sales

- Founded and directed a successful remote coaching enterprise, achieving 200% revenue growth within the first year.
- Implemented a user engagement initiative, achieving an 8-month average user lifespan with a \$500 monthly subscription, outperforming competitors and increasing customer retention by 50%.
- Closed non-profitable operations after uncovering market nonexistence through market research and competitor analysis.

2016 - 2018

Delivery Club

A unicorn, food delivery company
Lead designer

- Co-transformed and redesigned Russia's most established food delivery service, raising valuation from \$100,000,000 to \$1,000,000,000 in a year.

2015 - 2016

2GIS

Maps
Lead designer

- Performed service redesign, resulting in a 30% spike in daily active users and a 20% rise in user retention rate.

2015 - 2016

Landy.io ^{RIP}

AI-driven A/B testing tool
Co-founder, designer

- Co-created an industry-disrupting AI-based service for optimizing landing pages.
- Led the Y Combinator application process, securing essential funding from Sam Altman and facilitating company growth.

2013 - 2014

Artlebedev Studio

The biggest and oldest design studio in Russia
Intern, designer.

- Formulated documentation for city officials on the Moscow underground navigation system, streamlining communication and ensuring alignment on project objectives and benefits.
- Supervised the installation of navigation tiles.

Education

2009 – 2013

Odessa National Maritime Academy

Bachelor in Marine Navigation

Skills

Product design, UI/UX design, design systems, human-centered design, user interviews, user testing, user research, A/B testing, coding, HTML, CSS, JavaScript, GitHub, sales, team management, operations, hiring.