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Currently in Barcelona, Spain

# Eugene Durov

Senior UX/Product Designer

I have 11 years of design experience, with 5 years in product design.

My background is in programming, and I worked as a front-end developer.

I've worked with both B2B and B2C companies across web and mobile projects. I have been involved in all stages of the project lifecycle, from strategy and research to visual design and testing.

Passionate about user research and have conducted more than 300 interviews. Active contributor to the design community through mentoring, public speaking, and educational content creation.

## Semrush

Nov 2022 – Present

### Senior UX Designer

- Launched a new product for novice segment. Made complex features simple – the initial launch performed exceptionally well, and now rolling out the second version. Made direct impact for revenue.
- Led the design of complex tool On Page SEO Checker, optimized processes, added new features.

## Tinkoff

Aug 2021 – Nov 2022

### Senior Product Designer

- Led the design of the innovative mobile banking feature, FinHealth, with outstanding results, including a high user retention rate of 40%, excellent cross-selling, and the reuse of a proven idea for a business app.
- Implemented the fast process of user interviews in the company, which reduced the testing time from weeks to just a few days, and conducted over 80 interviews.

## YooMoney (ex.Yandex.Money)

Aug 2019 – Aug 2022

### Product Designer

- Was responsible for all the company's payment solutions (web and mobile) and redesigned all of them.
- The most significant was the redesign of the Payment Widget which increased the conversion rate by more than 5% (\$2M/month) and the new concept was reused in more than 8 company projects.
- Launched the YooKassa management app for business that turned out to be highly in demand and received an excellent rating of 4.7 in the App Store.

## Yandex

May 2019 – Aug 2019

### Product Designer at Yandex

- Participated in designing several web intranet tools.
- Redesigned internal video conference service VConf, which became the most important tool for Yandex's internal communication.

## Personal Projects

Sep 2014 – May 2019

### UX/UI Designer | Frontend Developer

- Worked on design and front-end development in a small team. Launched projects with a monthly audience of more than 100K people.
- Realized freelance orders for UX/UI design, more than 10 projects.

## **EPAM**

May 2011 – Sep 2014

### **UX/UI Designer at EPAM**

Created complex designs for B2B projects, especially on Cvent – service for group hotel reservations. Delivered a range of design artifacts, including prototypes, wireframes and high-fidelity designs.

## **Mentorship**

### **Mentor at ADPLList**

Oct 2023 – present

Providing tailored mentorship and constructive guidance to assist mentees in navigating their career paths, enhancing their product design proficiency, gaining valuable industry perspectives, receiving career-related counsel, and realizing their professional aspirations.

## **Education**

### **Specialist's Degree in Software IT**

2007–2012

Francisk Skorina Gomel State University.

## **Courses & Certifications**

### **Learning Data-Driven Product Management at GoPractice**

2023

Product company simulation with acquired genuine experience by working on an ambitious product, analyzing data within analytics systems, and making data-driven decisions.

### **UX/UI Design courses at IT Academy**

2018

Taking courses on improving UX skills with a practicing art director. Two successfully completed projects: team and personal. The personal project Medok (mobile telemedicine service) received excellent marks.

### **Development courses at EPAM**

2011–2012

Completing frontend and backend courses with senior EPAM developers:

- HTML, CSS, JS;
- Java, PHP.

## **Skills**

Product Thinking, Product Vision, Product Innovation, Qualitative & Quantitative Research, Market Research, Product Development, Software as a Service (SaaS), Experimentation, Testing, Google Analytics, Product Design, User Experience Design (UX), User Research, User Interviews, Design Systems, Interaction Design, User Interface (UI) Design, Visual Design, Conceptual Design, Accessibility, Mobile & Web Design, Information Architecture, Figma, Sketch, Wireframing, Prototyping, CSS, HTML, JS, GIT, Miro, Jira, Adobe Photoshop, Principal, Confluence, Coaching & Mentoring, Communication, Public Speaking.