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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.
Holding programming degree with years of front-end development experience.

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

Passionate about user research and have conducted over 300 usability tests. Active contributor to the design community through mentoring, public speaking, and educational content creation.

Semrush

Nov 2022 – Present

Senior UX Designer

- Designed a new B2C product for the newcomers. Made complex features simple – the initial launch performed exceptionally well, with an increase of 10% in revenue.
- Led research collaboration: developed scripts, sourced participants, and managed interviews. Conducted 4 key concept tests, aiding in successful project launch.
- Led the design of the complex tool On Page SEO Checker, optimized processes, and added new features.

Tinkoff Bank

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.
- Designed a subscription service, enhancing user engagement and increasing recurring revenue streams.
- Implemented the user interview process, cutting testing time from weeks to just a few days, which reducing costs significantly. 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 ADPList

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.

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.