Artur Zhukov

Senior Product Designer

Creative partner building digital products and brands people truly love. 10+ years of experience. Tallinn, Estonia.

Portfolio: **zhukov.ee**

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Experience

Tickmill — Senior Product Designer

Nov 2022 – Present | Tallinn, Estonia

I lead product design at Tickmill — a global Forex and CFD broker, focusing on scalable systems, cross-platform UX, and collaboration across product and engineering teams (B2C & B2B).

- Built the foundation of in-house design culture and processes from scratch.
- Launched Design System 2.0 with 250+ components, tokens, and documentation used across web and mobile platforms.
- Reduced time-to-market by roughly 60% through improved design workflows and closer collaboration with engineering.
- Enhanced trading and onboarding experience, leading to higher engagement and smoother user flows.
- Partnered with a cross-functional team, including product managers, analysts, frontend, backend, and iOS & Android developers.
- Mentored designers and introduced onboarding playbooks that improved design quality and team efficiency.

Result:

Helped elevate Tickmill's product quality, scalability, and overall design maturity contributing to the company's global recognition for trading experience and customer service.

Wallester — Senior Product Designer (Part-Time)

Nov 2019 – Oct 2022 | Tallinn, Estonia

Wallester is a licensed white-label VISA issuer and all-in-one payment platform.

Participated in Wallester's rebranding , shaping its new visual identity and product direction. Contributed to the main website redesign, mobile app UX, and B2B platform concepts to build a cohesive design language. Defined early design principles and scalable system logic that guided future iterations of the product ecosystem. Worked closely with product, marketing, and engineering teams to ensure alignment and quality during rapid growth.

Result:

Built the design foundation that supported Wallester's transition from early-stage fintech to a rapidly growing platform influencing its design evolution in the following years.

Experience

DataShift — Senior Product Designer

Oct 2018 – Oct 2022 | Tallinn, Estonia

DataShift is a full-cycle digital agency with over 20 years of experience and 300+ projects across 35+ countries. Consistently ranked among Estonia's top IT and digital firms.

- Designed end-to-end experiences for fintech products, including quick-loan platforms, investment dashboards, affiliate systems, iGaming ecosystems, and streaming services.
- Created visual systems, brand identities, and modular UI frameworks that improved design quality and reduced delivery time.
- Mentored new designers and developed faster onboarding and workflow methods, improving collaboration and output consistency.
- Took ownership of internal design initiatives, from corporate identity and event materials to visual standards that shaped the agency's brand presence.
- Worked closely with product, marketing, and dev teams to ensure brand and UX alignment across web, mobile, and promotional experiences.
- Recognized by agency leadership for initiative, reliability, and creative precision on large-scale international projects.

Result:

Helped ITM Trade strengthen its position among Estonia's top digital agencies, improving design structure, delivery speed, and cross-team collaboration while shaping the agency's internal visual culture.

LRS Design — Web & Graphic Designer

Jan 2016 – Sep 2018| Tallinn, Estonia

Designed websites, branding, and marketing materials for construction and restaurant businesses. Worked across visual design, web layout, and promotional graphics helping clients modernize their image and attract new customers.

Freelance & Consulting

Mar 2013 – Present │Tallinn, Estonia

Worked with startups and established companies across fintech, healthcare, logistics, blockchain, and media. Delivered UI/UX design, scalable design systems, and branding for both B2B and B2C products. often under NDA. Provided strategic consulting to improve usability, design workflow, and brand consistency.

Approach

Details Matter - design is not just how it looks, it's how it works, scales, and evolves. I build systems that empower teams, simplify complexity, and make products feel effortless and human.

Core Skills

HTML · CSS · Product Design · UX/UI · Design Systems · Tokens & Components · UX Research · Mentorship · Cross-functional Collaboration · Figma · Storybook · Miro · Jira · Adobe CC

Education

Institute of Informatics and Computer Engineering (IATI.EE), Tallinn

Focus: Computer Systems, SaaS Platforms, Web Design

Let's talk. I'd love to hear from you.