

DANIL SHAIKHUTDINOV

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Websites, portfolios, profiles

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Professional summary

I'm a product designer with 12 years of experience. I lead the design team, conduct research, and collect analytics—all to create valuable designs that benefit society and business. My background spans fintech, eCommerce, SaaS, and consumer tech, with a strong focus on creating first-class customer experiences and consistent design across both mobile apps and websites.

Work history

SENIOR PRODUCT DESIGNER, 06/2023 - Current

Property Finder, Dubai, UAE

I am responsible for the design of Agent-Client interactions, including the personal account, registration, onboarding, role and permissions model, dashboard, payments, leads, and profile for both the website and the app.

Results:

- Onboarding: The average time from first login to receiving the first lead decreased from 10 to 2 days.
- Client Satisfaction: The average response time from Agent to Client decreased to 5 minutes 28 seconds. The average agent rating increased from 3.2 to 3.9.
- Listing Quality: The average Quality Score increased to 86%.
- Broker Satisfaction: The overall B2B service's Net Promoter Score (NPS) increased from 4.3 to 5.8.

LEAD PRODUCT DESIGNER, 02/2021 - 01/2023

M2 (Square Meter), Moscow, Russia

I led the design of the personal account, focusing on user scenarios and the overall user experience. I developed a comprehensive design system that includes web components, pop-ups, forms, a sidebar, and various UI patterns. Additionally, I mentored other designers, reviewed their work, provided feedback, and guided the development of key services.

Results:

- Reduced the failure rate of the mortgage completion scenario by 14%.
- Decreased application completion time, reducing the total deal time from 11 days to 8 days.
- Improved conversion rates for the online transaction block, the company's most profitable service, on search pages without increasing the bounce rate. The conversion rate increased from 1.1% to 2.5%.

SENIOR PRODUCT DESIGNER, 08/2018 - 02/2021

Alfa Bank, Moscow, Russia

I designed risk management services, public procurement, deposits, a loyalty program, and counterparty verification within an online bank for businesses. I also designed the website and mobile app. My role included conducting in-depth research and testing new services with users.

Results:

Before the launch of the Risks service, 35% of clients were blocked under the critical area of 115-FL. Twelve months post-launch, this dropped to 4%. The number of refusals to participate in auctions decreased by 9%. Additionally, the number of clients using counterparty verification

within the online bank grew from 3,000 to 40,000.

MIDDLE PRODUCT DESIGNER, 09/2015 - 04/2017

Insyres, Moscow, Russia

I designed web service for ordering passes services, booking meeting rooms, and terminals for self-registration. Prepared research plans, searched for respondents, and conducted face-to-face in-depth interviews. Mapped user experience and did interface design.

Results:

The average visitor registration time decreased from 240 to 32 seconds. The number of scenario errors dropped—I reworked the script until the visitors of the warehouse complexes received a pass and an invoice through the terminal in 95% of cases.

UX / UI DESIGNER, 08/2012 - 07/2015

Freelance, Ufa, Russia

I created custom websites, applications, and presentations. Additionally, I produced illustrations and 3D graphics.

Skills

Team Leadership, Design Management, Product Design, UX/UI design, Web Design, Design Systems, App Design (Web, iOS, Android), User Research, Data Visualization, UI Design, Visual Design, Design Thinking, Human-centered design, Interaction design, CJM, Prototyping, Wireframing.

Education

Master Of Engineering: Automation and Computer Science
Ufa State Petroleum Technological University - Ufa, 09/2007 - 07/2012

Note

Please write to me on WhatsApp or email to get access to the NDA case.