

# Daniel Verdugo Nosov

Digital product designer  
with seven years of experience

## Contact

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## Skills & approaches

User-centered design, rapid prototyping, CJM and JTBD, user interviews, agile development, working in a product team using the scrum framework

## Tools

Adobe Suite, Figma, Sketch, Principle, HTML/CSS, JavaScript, Python

## Languages

English, Spanish, Russian

## References

Available on request

## Tunnel Tech

2019—Present

*Product designer, booking system*

Eberdingen-Hochdorf, Germany / Saint Petersburg, Russia

Russian-German wind tunnel developer, which also develops its own wind tunnel business management & booking system.

- Participated in designing and developing a completely new design system, including essential UI elements, navigation, and screen layouts.
- Thoroughly redesigned or designed from scratch several crucial features of the system, like tariff handling, time block scheduling, embedded booking widget, accounts handling, etc. Prepared design specs for developers and documentation for users.
- Interviewed users, tested prototypes, conducted competitive research, and continuously helped to develop and prioritize the product backlog.

## OZON.ru

2018—19

*Product designer, search and navigation team*

Moscow, Russia

The largest Russian e-commerce portal, the "Amazon.com of Russia."

- Helped to redesign the main catalog search and navigational UX and UI, both for the website and the mobile app. Participated in user prototype testing and interviewing. Made business-metric driven design decisions.

## Alfa-Bank

2017—18

*Product designer, large corporate business services department*

Moscow, Russia

Russia's largest privately-owned bank, 188th in 2020 *Top-1000 World Banks* list by *The Banker* magazine.

- Designed—almost from scratch—a new version of the bank's large corporate business lending remote service. Made prototypes, participated in research, interviews, and user testing of the product and its prototypes. Helped to develop the product backlog.
- In the spare time, helped to completely redesign the bank's ATM experience

## Radario International

2016—17

*Designer, product and marketing*

Saint Petersburg, Russia / Lewes, DE, USA

Full-featured online ticketing platform for event makers.

- Participated in product design improvement, made prototypes for several features for the event marketing service.
- Designed and implemented a web publishing system, which allowed clients to launch a landing site and kickstart ticket sales within a few hours.
- Also, provided marketing, branding, and promotional design.

## Rocketbank

2016

*Designer, product and marketing*

Moscow, Russia

First Russian user-friendly "bank in a smartphone" and notorious fintech startup.

- Provided marketing, branding, and promotional design. Participated in brand creation and boosting its recognition via hyping marketing campaigns.

## Arthurious.com + Free-lance work

2014—16

*Free-lance web, graphic designer, web developer*

NYC, USA / Moscow, Russia

- Arthurious.com is NYC-based blogger writing about urban culture, design, and events. I helped him to design the blog, prepare materials for articles, create printed books for sale, create and release the weekly newsletter.
- I also did a lot of freelance work during this period: print design, brand identity, and web design.

## Art. Lebedev Studio

2013—14

*Product manager, web design department*

Moscow, Russia / NYC, USA

The most recognized and respected Russian multi-disciplinary design studio.

- Here I had led a small team of talented designers, developers, and content managers creating, developing, and supporting the web resources of the world's largest natural gas company and studio's most important client—Gazprom. It was a very inspiring experience that kickstarted my career in digital product design and development.