

Daniel Verdugo Nosov

Digital Product Designer

Contact

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Skills & approaches

User-Centered Design, Prototyping, CustDev, UX & UI, Design Systems

Tools

Figma, Principle, HTML/CSS, JavaScript

Languages

English, Russian

References

Available on request

Alfa-Investments (Alfa-Bank)

Lead Product Designer / Product Manager, Mobile app
Moscow, Russia

Sep 2020—Current

Alfa Investments is a set of investment (brokerage and other) services of Alfa-Bank, including an app for iOS and Android. I am currently working in one of the mobile development teams.

- Redesign of several key application screens: securities catalog and search, portfolio, etc.
- Improvement of the bank's design system to account for the investment functionality
- Product management for one of the teams: backlog management, forming BRDs for a team, task management and planning, customer development

Tunnel Tech

Product Designer, Booking
Eberdingen–Hochdorf, Germany / Saint Petersburg, Russia

2019—Sep 2020

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

- Designed and helped to develop new design system (essential UI elements, navigation, and screen layouts).
- Designed 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

Product Designer, Search & Navigation
Moscow, Russia

2018—19

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

- Redesigned the main catalog search and navigational UX and UI, both on the web and the mobile app. Participated in user prototype testing and interviewing. Made business-metric driven design decisions.

Alfa-Bank

Product Designer, Large Corporate Business
Moscow, Russia

2017—18

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

- Designed a brand 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.
- Redesigned the bank's ATM UI.

Radario Intl

Designer, Product & Marketing
Saint Petersburg, Russia / Lewes, DE, USA

2016—17

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

Designer, Product & Marketing
Moscow, Russia

2016

First Russian user-friendly "bank in a smartphone" and a 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 a 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, Gazprom projects
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.