Daniel Verdugo Nosov

✉️ daniel@danielverdugo.com   🌏 danielverdugo.com

Senior Product Designer · 7+ years of exp.

My name is Daniel and I'm a product designer with 7+ years of experience in graphic, web and mobile app design.

I enjoy solving complex user problems with UI using a user-centered approach, customer journey maps, prototyping, design systems and design driven development.

In my everyday work I use: 💻MacBook + 🎨Figma + 🧠

Enjoy travelling and learning new languages at my spare time. I also have experience of failing at my own coffeeshop business (but don't ask about it, though 😫)

⚙️ Skills

⭐⭐⭐	UI Design, Figma, Prototyping, Design Systems, Web Design, Mobile Design
⭐⭐	Customer Journey Maps, UX Research, Metrics, Product Management, Agile
⭐	Market Research, HTML/CSS, JavaScript, Python

💼 Experience

Senior Product Designer → Team Lead @ Alfa-Investments

Sep 2020 → Present (1 yr 7 mos)

Alfa-Investments is a retail investment app by Alfa-Bank made for investing in domestic and foreign stock markets, currency and futures trading.

- Completely redesigned Portfolio and Quotes flows to make them more user-friendly for newly arrived retail investors, aligned them the UI with the bank's own design system and improved retention metrics for the whole app
- Designed and implemented screens with basic information about stocks, its multiplicators, news
- As a team lead, initiated the process of redesigning the price charts for all instruments to improve app's retention metrics, defended the design concept and implementation plan, launched the development

Stack: Mobile Design (iOS + Android), Figma, Prototyping, Design Systems, UX Research, Product Management, Agile

Product Designer → Product Designer & Manager @ Tunnel Tech

Jun 2019 → Aug2020 (1 yr 3 mos)

Tunnel Tech is a Russian-German wind tunnel designer and manufacturer. They also make their own web-based system (Booking System) designed to aid anyone to run their own wind tunnel business.

- Designed and implemented front-end design system, reduced the time-to-market of newly designed features
- Formed the product backlog using competitive research and user interviews
- Created user flows for the most important features of the system: Invoicing, Timeblocks, etc.

Stack: Web Design, Figma, Sketch, Prototyping, Design Systems, UX Research, Market Research, Product Management

Product Designer @ OZON

Aug 2018 → May 2019 (10 mos)

OZON is the largest e-commerce company in Russia.

- Redesigned Search & Catalog, improved conversion metrics
- Created design system for the Catalog to reduce TTM of features

Stack: Web Design, Mobile Design (iOS + Android), Sketch, Prototyping, Design Systems, UX Research

Product Designer @ Alfa-Bank

Aug 2017 → Jul 2018 (1 yr)

Alfa-Bank is the largest privately-owned bank in Russia and CIS.

- Designed and implemented a UI that reduced the paperwork for large corporate clients of the bank who need frequent lending services

Stack: Web Design, Sketch, Design Systems, UX Research

Web Designer @ <u>Radario</u>

Sep 2016 → Jul 2017 (11 mos)

Radario is a marketing platform for event makers.

- Designed web templates to allow clients to quickly deploy their own websites for ticket selling

Stack: HTML/CSS, JavaScript, Web Design, Graphic Design

Designer @ <u>Rocketbank</u>

Apr 2015 → Oct 2015 (7 mos)

Rocketbank was the first Russian famous "bank in a smartphone".

- Designed the email flow for new clients
- Designed promos for marketing campaigns
- Made dozens of "merchant logos"

Stack: Web Design, Graphic Design

Designer (Freelance Work)

May 2014 → Mar 2015, Nov 2015 → Aug 2016

Misc. graphic and web design projects

Project Manager @ <u>Art. Lebedev Studio</u>

Oct 2013 → Apr 2014 (7 mos)

Managed the backlog for all <u>Gazprom</u> web projects in the studio, lead the team of developers, designers and content managers.

🎓 Education

University of London (Remotely)

BSc, Computer Science

Oct 2021 → Present (2025)

🌐 Languages

English (C1), Spanish (B1), Russian (native)