

Last Work

<div>Appulate 2017 – 2024</div> <div>US InsurTech product that brings all the insurance players in one place</div>	<ul style="list-style-type: none"><li>• Led a design team, managed hiring, mentoring, and optimized design workflow</li><li>• Created a design system from scratch and maintained its evolution</li><li>• Designed intuitive, visually appealing, and consistent user interfaces, and created high-fidelity prototypes</li><li>• Developed design solutions and CJMs in collaboration with business analysts.</li><li>• Ran A/B tests and funnel analysis to optimize UI/UX and boost conversions</li><li>• Implemented NPS and improved the score by 20 points over two years</li></ul>
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Side Projects

<div>Keeny</div> <div>AI mobile agent for city tourists</div>	<ul style="list-style-type: none"><li>• Led product design strategy and execution from concept to launch</li><li>• Designed engaging and innovative user interfaces to enhance app attractiveness and increase user retention</li></ul>
<div>Figma Community Contributor</div>	Made tools with an audience of over 70k for the Figma Community

Skills

<div>UX/UI Design</div> <div>Solving customer problems according to business goals</div>	<div>Design System</div> <div>Design, development and maintenance of tokens, components and templates</div>	<div>UX Research</div> <div>Conducting usability and A/B testing. Collecting and analyzing key metrics</div>
<div>Leadership &amp; Management</div> <div>Hiring, mentoring and driving designers. Coordinating work of design team</div>	<div>Technology and Coding</div> <div>Understanding how developers work and deliver features</div>	