Dmitry Frolov

Lead product designer with over 7 years of experience

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Last Work

Appulate 2017 – 2024

US InsurTech product that brings all the insurance players in one place

- Leading design team, overseeing hiring, mentoring, and workflow optimization
- Creating a design system from scratch and later maintaining and contributing to it
- Designing intuitive, visually appealing, and consistent user interfaces while creating high-fidelity prototypes
- Development of design solutions together with business analysts and developers
- Conducting qualitative and quantitative research to learn more about the problem and user needs
- Presentation of solutions to the stakeholders and gathering feedback

Side Projects

Keeny

Mobile app with AI-generated city tours

- Leading product design strategy and execution from concept to launch
- Designing engaging and intuitive user interfaces to enhance app attractiveness and boost user retention

Figma Community Contributor

Making products with an audience of over 70k for the Figma Community

Skills

UX/UI Design

Solving customer problems according to business goals

Design System

Design, development and maintenance of tokens, components and templates

UX Research

Conducting usability and A/B testing. Collecting and analyzing key metrics

Leadership & Management

Hiring, mentoring and driving designers. Coordinating work of design team

Technology and Coding

Understanding how developers work and deliver features