

# George Vorobyov

## Lead/senior product designer, UX/UI

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**SUMMARY:** Experienced product design leader with 7+ years in UX/UI design and management. Expertise in international SaaS products in Data privacy, Fintech, eCommerce, edTech and iGamign. Skilled in building complex large scalable systems. As well as mentoring high-performing design teams across various areas and technologies. Proven track record in driving digital transformation initiatives for improved user experiences and increased development efficiency. Proficient in Figma, User research, Adaptive design for all platforms using the latest guidelines. With a strong focus on creating scalable, efficient, and user-centric solutions. Earned a degree in cybernetics from the top-ranked university in the country.

**SKILLS:** Product design | Web design | UX/UI design | AI | User experience | User interface | Figma | Framer | Design systems | Autolayouts | Variants | Tokens | Variabes | User research | Design thinking | Leadership | iOS guidelines | Material 3 | Windows apps | MacOS apps | Browser extensions | Adaptive design | Animated prototypes | HTML/CSS | CJM | JTBD | Google Analytics | Information architechture | JIRA | Slack | Notion | A/B testing | Edge cases

## PROFESSIONAL EXPERIENCE

**AdGuard** (Jan 2020 – Present)

Remote, Cyprus

As a lead & senior product designer, I have built a deisng team and launched from scratch (Figma, Design systems, Componenets, Autolayouts, Edge cases, UX/UI) several laaS/SaaS solutions in the fields of Data protection, Privacy, Fintech and eMailing from scratch, what increased the total revenue of the business by 12%. In collaboration with the founders and product teams, we constantly evaluate the results using UX research

**Quintegro** (Feb 2024 – Jan 2025)

Remote, Portland, USA

As a senior product designer, I have created 4 key products for a popular American nutrition & eCommerce brand, which has grown to \$500 million in sales after launch. I was collaborating with the product team in the field of research, development and testing of web and mobile products. The team adhered to the principles of lean manufacturing, often putting forward new ideas and constantly evaluating the results

**4Real** (Feb 2016 – Jan 2020)

On-site, Moscow, Cyprus

As the chief product designer and visionary, I have built a comprehensive design solution for one of the largest iGaming platforms in the CIS, whose revenue has grown by 21%

**Deep Knowledge Group** (May 2014 – Feb 2016)

On-site, Moscow, Dubai

I worked with a team of developers in the field of research, design and testing of products for web and mobile investments, AI and data visualization

**EDUCATION:** State Belarussian Academy, Master of applied maths and cybernetics (2007 – 2012), Minsk, Belarus

**LANGUAGES:** Russian (Native), English (B2)