

# Oleg Repin

Product Designer • UX/UI Designer

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## Experienced Product Designer with 9 years in B2B SaaS, fintech, and mobile services.

I launch and grow products that deliver measurable business results — **including 10× revenue growth** over 5 years. I turn complex business problems into intuitive solutions, validating ideas through prototypes and metrics. I build design systems and customer-focused experiences that align teams around a shared context and clear vision.

## Skills

- **UX Research:** interviews, usability testing, benchmarking
- **Product Design:** web and mobile interfaces, prototyping, hypothesis validation
- **Design Systems:** tokens, themes, components, documentation
- **Front-end:** solid understanding of HTML/CSS constraints and implementation specifics
- **Tools:** Figma, Miro, Jira, Confluence, Storybook, Yandex.Metrica, GPT
- **Methods:** User Story Mapping (USM), JTBD, RICE

## Experience

### UX Feedback — Product Designer

2019–Present | B2B, Managed SaaS

- Sole designer responsible for client-facing interfaces (Web, Mobile App, Link Surveys) and marketing assets (websites, landing pages, presentations)
- Scaled the core Web product → became the foundation for growth from **10 to 100+** clients and contributed to **10×** revenue increase
- Designed and prepared UX Feedback App for full release → drove **+72%** growth in clients and revenue (2024–2025)
- Led the Link Surveys product launch end-to-end → adoption reached **~15%** of clients, reducing Web-only usage from **65%** to **47%**
- Streamlined collaboration with marketing → delivery speed improved from 2–3 months to a few days
- Initiated design system development (tokens, themes, components, onboarding) → reduced design debt and started systematic UI unification

### The Bolt — UX Designer

2018–2019 | B2C, FinTech, Startup

- Designed transfer and payment interfaces for Web and Mobile
- Built a unified UX across platforms
- Prepared pitch materials for US accelerators → supported investor negotiations

#### **Mail.ru Group / Pchela — UX Designer**

2017–2019 | B2C, C2C, Marketplace

- Designed search and transaction flows for Web, iOS, and Android
- Built UI Kit and illustration system → improved consistency and dev speed
- Supported product integration into Odnoklassniki → enabled storefronts, action buttons, and ad accounts

#### **Leader Digital — UX Designer**

2016–2017 | B2C, C2C, FinTech

- Designed P2P transfers, acquiring, payments, and wallet top-up flows across channels
- Supported shift from offline to online → helped retain competitiveness before license closure

#### **Early Experience — Designer**

2008–2015 | Freelance, studios, personal projects

- Designed websites, interfaces, and mobile games
- Built a live design discussion app with voice chat → first product-building experience
- Launched a small e-commerce project → learned the importance of validating demand before building

### **Education & Development**

- **Skyeng** — English (Intermediate) • 2023–Present
- **Yandex Practicum** — Critical Thinking • 2024
- **Khodzhaev Design College** — Ceramic Artist Diploma • 2004–2007