Oleg Repin

Product Designer • UX/UI Designer

Tbilisi, Georgia

hi@orepin.site • Portfolio • LinkedIn

Experienced Product Designer with 9 years in B2B SaaS, fintech, and mobile services.
I launch and grow products that drive measurable business results — **including a 10× revenue growth** over 5 years. I turn complex business problems into intuitive solutions, validating ideas through prototypes and metrics. I build design that delivers value to users and fuels business growth, aligning teams around a shared context and clear vision.

Skills

- **UX Research:** interviews, usability testing, benchmarking

- **Product Design:** web and mobile interfaces, prototyping, hypothesis testing

- **Design Systems:** tokens, themes, components, documentation

- **Frontend:** solid understanding of HTML/CSS principles and constraints

- **Tools:** Figma, Miro, Jira, Confluence, Storybook, Yandex.Metrica, GPT, DeepSeek

- **Methods:** User Story Mapping (USM), JTBD, RICE prioritization

Experience

UX Feedback — Product Designer
2019–Present │ B2B, Managed SaaS

- Sole designer in the company: responsible for client-facing interfaces (Web, Mobile App, Link Surveys) and marketing assets (websites, landing pages, presentations).
- Scaled the core Web product — it became the platform's foundation and enabled growth from **10** to **100+** clients and a **10× revenue increase** over 5 years.
- Participated in launching UX Feedback App (2021–2023): designed key user flows, unified it into the main survey builder, and prepared the product for a full release → from 2024 to 2025, App drove **+72%** growth in client base and revenue.
- Led the UX Feedback Link product launch (2023): from user interviews to designing flows, design reviews, and post-launch feedback analysis → by the end of 2025, the product was adopted by **~15%** of clients, reducing Web-only usage from **65%** to **47%**.
- Optimized collaboration with marketing → task delivery time shrank from 2–3 months to a few days.
- Initiated the design system development (tokens, themes, components, onboarding) → started systematic UI unification and design-debt reduction.

The Bolt — UX Designer
2018–2019 │ B2C, FinTech, Startup

- Designed transfer and payment interfaces to make user flows simple and secure.
- Created unified UX across web and mobile platforms.
- Prepared pitch materials for accelerator applications in California → helped the project reach investor negotiations.

Pchela (Mail.ru Group) — UX Designer
2017–2019 │ B2C, C2C, Marketplace

- Designed search and transaction flows for Web, iOS, and Android → made the process intuitive and interfaces consistent across platforms.
- Built a UI Kit and illustrations → accelerated development and improved visual coherence.
- Supported integration into the Odnoklassniki ecosystem → enabled embedding into business profiles (storefronts, action buttons, ad accounts).

Leader Digital — UX Designer
2016–2017 │ B2C, C2C, FinTech

- Designed P2P transfers, acquiring, payment, and wallet top-up flows for Web, iOS, Android, and payment terminals → ensured a consistent and clear experience across channels.
- Supported the company's transition to online services → helped expand its client base and stay competitive until license closure.

Early Experience — Designer
2008–2015 │ Freelance, studios, personal projects

- Built websites, interfaces, and mobile games → gained a wide skill set and adapted quickly to different types of projects.
- Created a pet project for live design discussions with voice chat → gained first product-building experience and learned the importance of strategy and process.
- Launched a small e-commerce project with my wife selling party kits → learned firsthand how crucial it is to validate demand and hypotheses before product launch.

Education & Development
- **Skyeng** — English Language (Intermediate) • 2023–Present
- **Yandex Practicum** — Critical Thinking Course • 2024
- **Khodzhaev Design College, Tashkent** — Ceramic Artist Diploma • 2004–2007