

## Vasili Diakonov

Product Designer | Mobile, Cross-Platform, Design Systems & Growth | London, UK | +44 7513 881348 | [wwdyakonov@gmail.com](mailto:wwdyakonov@gmail.com) | <https://linkedin.com/in/vasiliidiakonov> | <https://vasiliidiakonov.github.io/website>

Product Designer with 5+ years delivering mobile and cross-platform products across iOS, Android, web, and desktop. Led end-to-end design, design systems, and data-driven experiments that improved Day 1 retention, referrals, and marketing conversion. Partnered with engineering, PMs, and executives to ship at pace while maintaining quality. Experienced with Amplitude, Material/HIG, and user research to align roadmaps to growth outcomes.

### Achievements

- Improved Day 1 retention by 1–1.5% on iOS/Android
- Increased marketing site conversion from 20% to 30%
- Raised referral program conversion 3.4x

### Experience

**Aloha Browser** | Product Designer | *November 2023 – Present*

- Led select iOS/Android design initiatives for a privacy-focused browser startup in a three person design team, shipped improvements that lifted Day 1 retention by 1.2% (iOS) and 0.6% (Android), contributed to retention of 50–70K users.
- Owned parts of end-to-end design across Android, iOS, Windows, and macOS from discovery to release, partnered with engineering, product, and company leadership to design 2+ features weekly.
- Redesigned the referral system, streamlined flows and elevated discoverability to drive a 3.4x increase in monthly referrals.
- Redesigned the marketing website using data-driven UX optimizations, increased conversion from 20% to 30% as part of a four person marketing team.
- Built and evolved a website design system, reduced design-to-development time by 20% and improved cross-platform consistency.
- Contributed competitive analysis and user research to inform product roadmaps and PRDs as part of four person discovery team.
- Presented strategic recommendations to CEO and engineering leads, secured

buy in for major initiatives including tab management redesign.

- Advocated for design quality in product discussions, pushed back on requests with data driven alternatives when needed.
- Applied analytics (Amplitude) and user feedback to inform decisions and validate solutions.
- Contributed to company growth from 3M to 5M+ MAU.

**Various Clients** | Freelance UI and Product Designer | *May 2018 – November 2023*

- Managed client relationships and project scopes independently, presented work directly to Founders and other senior level stakeholders.
- Designed and delivered UI and branding for B2C/B2B clients informed by brand strategy and market research.
- Led discovery workshops and stakeholder sessions to define problems and align on user centered solutions.
- Created design systems and brand guidelines to ensure consistency across touchpoints.

**British Higher School of Art and Design** | Visiting Lecturer | *January 2021 – July 2022*

- Lectured on creative coding, UI design, and web development, developed syllabi, led student critiques and mentored students to get desired results.

**Landor** | Design Intern | *July – August 2019*

- Developed generative software prototypes for clients such as Sberbank delivered presentations on research and design process.

## Education

**University of Hertfordshire** BA (Hons.) Graphic Design, First class, 2020

## Skills

**Hard:** Mobile Design (iOS/Android), UX/UI, Design Systems, Prototyping, User Research, Interaction Design, Information Architecture, Accessibility, PRD, Roadmapping, Material Design, Apple HIG, Figma (Auto Layout, Variables, Components), Lottie, Amplitude, Google Docs, JavaScript, Python, HTML/CSS, Data Driven Design, A/B Testing, Design Thinking, Agile/Lean UX, RICE Prioritization, JBTD

**Soft:** Strategic Thinking, Stakeholder Management, Cross Functional

Collaboration, Problem Solving, Data Driven Decision Making, Adaptability, Communication, Prioritization, Velocity & Execution, Advocacy

**Courses:** IBM Enterprise Design Thinking (2023)

**Languages:** English (Fluent), Russian (Native)