

Vasya Dudin

Senior Product Designer

London, UK dudin.vasiliy@gmail.com [+44 7549 455 569](tel:+447549455569) linkedin.com/in/vas-dudin [Portfolio](#)

Summary

Product Designer with 14+ years of experience in international SaaS, EdTech, E-Commerce and FinTech companies.

Specialising in complex B2B/B2C products, design systems, user research, accessibility and inclusive design. Passionate about solving complex problems and creating products that scale.

Working knowledge of frontend development (React, HTML, CSS, JavaScript) — enabling effective collaboration between design and development.

Experience

Lenta April 2025 – Present, Remote

Senior Product Designer

Retail. Russia's largest hypermarket chain, 12M MAU, 5,800 shops.

- Reduced support costs: designed a unified platform for all retail chains for managing customer profiles, purchase history and loyalty programmes.
- Accelerated admin panel design and development: created from scratch a UI kit with 50+ components and an automated colour palette generation system for frontend.
- Architected design system for all company brands: developed the system structure and projects, created a standardised design token system. Oversaw design system implementation and consulted the team — accelerated new feature releases and improved interface uniformity.
- Simplified new employee adaptation: created a straightforward onboarding document with first-weeks checklist.
- Led designers in the Picker team: handled hiring and onboarding, conducted 1:1s, optimised design processes and team interactions.

Netology December 2022 — March 2025, Remote

Senior Product Designer

EdTech (B2C, B2B), 2M MAU. Second most popular additional education EdTech platform in Russia, . Team priorities: student motivation and goals, retention, usability, COR, NPS, churn, LMS.

- Reduced costs for coordinators and support by decreasing manual team work. To achieve this, designed automated request processing, course suspension and extension, and automatic module access systems.
- Increased referral programme revenue and number of paying users coming through recommendations by redesigning and improving usability.
- Led the design and implementation of the design system. For this, planned a roadmap, introduced design tokens and a brightness perception-based colour palette, and unified components and styles.
- Conducted the first stage of global redesign. Planned and carried out user research, identified student problems, created information architecture diagrams, CJM and job stories, laying the foundation for further redesign.
- Optimised design processes and conducted workshops for designers and product managers. This improved the quality of design solutions and increased design speed.

Yandex Practicum July 2021 — May 2022, Remote

Senior Product Designer

EdTech. Top platform in Russia, offering 60+ professional IT bootcamps and courses. Part of Russia's largest tech company.

- Reduced support costs by 69% (52% → 16%) and improved parent engagement by 7% through design changes (new onboarding for parents and pupils, personal account design and login forms). To achieve this, analysed web analytics (user behaviour and Yandex.Metrica web viewer), created user flows and value stream maps, and analysed use case frequency.
- Mentored 2 team designers: trained in advanced Figma techniques (auto layout, complex components), helped with designing educational mechanics.
- Led design system development: unified 50+ components and styles, implemented design tokens and a perceptually balanced colour palette, improved accessibility and text readability.

Semrush June 2018 — January 2020, Saint Petersburg

Senior Product Designer

SaaS for digital marketers. 1.2M MAU in 2024, publicly traded company, acquired by Adobe.

- Improved retention and ARPPU metrics in Site Audit and Oppy products. To achieve this, designed and enhanced interfaces for these services, analysed user feedback, studied web analytics (Google Analytics, BigQuery + SQL, Inspectlet) and conducted UX research (usability testing, interviews, surveys). Used Axure, information architecture, CJM, User Flow, scenario maps, BPMN, UML Activity Diagrams and Use Case Diagrams for design.
- Coordinated work with development, product teams, UI designers and UX writers throughout all development stages, presented solutions to stakeholders.
- Supplemented design system guides, wrote usability testing guidelines.

Binomo (404 Group) February 2018 — June 2018, Saint Petersburg

UX/UI Designer

Freelance June 2011 — February 2017, Saint Petersburg

UX Designer

Skills

Core Skills

- Complex product design, human-centred design, requirements gathering, heuristics, TRIZ, systems thinking and strategic vision.
- Expert in Figma and Axure RP: creating complex nested components with auto layout, plugins, and efficient layout organisation.
- Design systems, design tokens, guidelines, perceptually balanced colour palettes, establishing implementation and updating processes.
- UX writing in English and Russian, information style.
- Attention to detail, ability to dive deeply into subjects when needed.

UX Research and Product Analytics

- Product metrics, data-driven and data-informed approaches.
- Usability testing, interviews, surveys, Jobs to be Done, Job Stories, card sorting, diary studies, A/B testing.
- Web analytics: Google Analytics, Amplitude, Yandex Metrica, Inspectlet, BigQuery, SQL.

Modelling and Mapping User Flow, Customer Journey Mapping (CJM), information architecture, UML Use Case

Diagram, UML Activity Diagram, BPMN, Scenario Map, Service Blueprint.

Frontend HTML, JavaScript, React, CSS, SCSS/SASS, 11ty, Git, accessibility. Communicating effectively with developers in their language.

Accessibility and Inclusive Design Improving design systems, design and development processes, conducting accessibility audits, writing guides on accessible design and development.

Team Collaboration Facilitation, process building, mentoring, providing feedback, presentation skills, cross-team collaboration, Scrum fundamentals, proactivity, open communication.

Education

Saint Petersburg Mining University 2007—2012, Saint Petersburg

Institute of Information Systems and Computer Engineering, Information Systems and Technologies, incomplete higher education.

Hobbies

Frontend development, modular synthesizers, photography, DnD and games. Interested in architecture, urbanism, various aspects of design and shawarma.