Senior Product Designer

Podshivalov Dmitry

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Senior Product Designer based in Belgrade, Serbia, with 4+ years of experience designing B2B and B2C products across Web, iOS, and Android. I lead end-to-end product design, from product discovery and hypothesis validation to launch and iteration based on product metrics. I've worked across e-commerce, QSR, and healthcare, improving user acquisition, conversion, and ordering experiences

Experience

EXPERO — Senior Product Designer · Feb 2025 — Present

Pharmacy reservation platform connecting over 40,000 pharmacies across Russia. Designed and launched key product initiatives, including:

- Referral Program — designed and launched a referral program that accounted for 40% of all new user sign-ups six months after launch
- Analog Medicine Selection — redesigned medicine discovery flows to eliminate dead ends, enabling users to find alternatives by active ingredient, dosage, and form
- SBP Cashback Payouts — designed an SBP-based cashback payout flow, removing a Sberbank-only restriction that previously prevented approximately 50% of users from receiving rewards
- Design System Refactoring — led the consolidation of three fragmented design systems into a unified, scalable system with reusable components, responsive patterns, and standardized UI architecture

KFC / ROSTIC'S — Product Designer Nov 2023 – Feb 2025

Global quick-service restaurant (QSR) brand with B2C digital products, including mobile ordering apps and self-service kiosks.

- Redesigned mobile ordering flows, reducing ordering time by 30%
- Increased kiosk loyalty sign-in conversion by 45%
- Improved kiosk service speed by 20% and increased charity donations by 1.7x

Oleg Chulakov Studio — Product Designer · Dec 2022 — Nov 2023

- Kaspersky (Cybersecurity) — designed web interfaces for cybersecurity products, working on user flows, information architecture, and interaction patterns for complex workflows.
- Worked on B2B and B2C products across SaaS, e-commerce, and fintech, handling end-to-end UX/UI design from product discovery and prototyping to developer handoff

Skills

Product Design: end-to-end UX/UI, product discovery, user journeys, interaction design, information architecture, prototyping, accessibility

Research & Analytics: user interviews, usability testing, A/B testing, hypothesis validation, funnel analysis, product metrics

Design Systems: components, variants, design tokens, responsive patterns, scalable UI architecture

Tools & AI: Figma, ProtoPie, Cursor, Figma MCP, AI-assisted prototyping

Collaboration: cross-functional collaboration, stakeholder alignment, design reviews

Education

Ufa State Aviation Technical University (USATU)
Specialist Degree (Master's-level equivalent) in Economic Security · 2014-2019