Ivan Beloborodov

Senior Product Designer

ivan@beliv.net
www.beliv.net
Brooklyn, New York

Summary

I'm a Senior Product Designer with 10+ years of experience, working on projects of all sizes, from simple to-do lists to large-scale social networks — for both startups and multinational companies. I've worked on design across diverse industries like FinTech, Travel Tech, Platforms, and Marketplaces, in both B2B and B2C environments.

My background in History and Psychology helps me think about design from a human perspective, making sure the interfaces I create feel natural and easy to use. Whether working solo as a lead designer or collaborating with teams, I focus on delivering impactful and user-friendly solutions.

Experience

Freelance Product Designer & Consultant
January 2019 — Present Day

- Successfully delivered 12 projects for startups and established businesses, enhancing user experience and engagement.
- As a consultant, I helped companies and startups design 10+ digital products, improving usability and aligning solutions with their goals.

Senior Product Designer
September 2020 — May 2023

VentraGo!

A B2C marketplace that connects companies with skilled workers for temporary or permanent positions.

- As a Lead Designer, I redesigned the iOS and Android apps, as well as the web admin interface, and built a component-based design system from scratch.
- Redesigning decreased the drop-off rate during registration from 35% to 20%.
- Wrote documentation for the dev team that covered most of the app use cases.
- Redefined visual communication with app users, and the number of requests to customer support decreased by 40%.

Senior Product Designer
September 2018 — December 2019

Evotor

A point-of-sale system designed for merchants with both physical and online stores.

- Worked with a physical device with different limitations, such as size, weight, performance, speakers, etc.
- Redesigning the main flow we reduced the time for a sale from 18 to 10 seconds.
- Reviewing all error states we reduced the number of requests to customer support by 12%.
- Made research "in the field" (e.g., small shops, markets, gas stations, etc.) to understand user needs.

Skills

· User Experience & Interface Design
· Customer Development
· Visual Design
· User Research
· Design Thinking
· Data analysis
· Sketching & Wireframing
· Analytics & A/B Testing
· Design system
· HTML & CSS
· Video Editing

Tools

· Figma
· Framer
· Miro
· Jira & Confluence
· Notion
· Todoist
· Adobe Creative Suite
· Lottie

Education

Bachelor's degree in History
Udmurt State University, Russia

Languages

· English (Professional Proficiency)
· German (Elementary)
· Russian (Native)

Senior Product Designer

October 2017 — September 2018

OneTwoTrip

An online travel agency for booking flights, hotels, car rentals, cruises, and vacation packages.

- Led the design to a new product line launch.
- Helped to launch two additional business lines.
- Worked with analytics and achieved new business goals (increased revenue from one source from 1.8% to 2.4%).
- Redesigned iOS app.

Product Designer

June 2017 — September 2017

Revolut

A British multinational neobank and fintech company providing a range of banking services.

- Helped redesigning iOS and Android apps.
- Helped maintain Design System.

Product Designer

August 2014 — May 2017

Avito

A Russian marketplace for buying and selling goods, jobs, real estate, cars, services, and more.

- Led the design and development of an application from the ground up, transforming fundamental business requirements into a fully functional platform for finding service orders.
- Led the learning process, which teaches QA Engineers how to make design reviews.
- Built UI components and styles in XML.
- In collaboration with other designers, integrated the Design System.
- Participated in design thinking sessions.
- Participated in UX research.
- Made more than 50 A/B tests.

Links

www.linkedin.com/in/beliv
www.instagram.com/beliv
www.youtube.com/@lebeliv