

Ivan Beloborodov

Senior Product Designer

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With over 10 years of experience, I design products for startups and global companies, ranging from simple tools to complex platforms. I've led projects in FinTech, Travel Tech, Marketplaces, and more, across both B2C and B2B environments.

With a background in Psychology, I bring a human-centered approach to creating intuitive and impactful user experiences.

EXPERIENCE

Beliv.net

Senior Product Designer

May 2023 — Present Day

- Designed and delivered 5+ digital products for startups and established companies, resulting in a 20–40% improvement in user engagement and customer satisfaction across projects.
- Helped early-stage teams define product vision, conduct user research, and turn raw ideas into fully functional apps. One of them got over 100K users in the first year after launch.

VentraGo!

Founding / Lead Product Designer

September 2020 — May 2023

VentraGo! is a B2C marketplace that connects companies with skilled workers for temporary or permanent jobs. Behind it is a B2B platform that helps large companies manage and scale their hiring campaigns efficiently.

- As a Lead Designer, I designed the iOS and Android apps, as well as the web admin interface, and built a component-based design system from scratch.
- Improving the onboarding process reduced the registration drop-off rate from 35% to 20%.
- Redefined visual communication with app users, and the number of requests to customer support decreased by 40%.
- Collaborated with PMs and engineers to quickly iterate on growth experiments, adjusting flows based on data and user feedback.
- Wrote documentation for the dev team that covered most of the app use cases.

Evotor

Senior Product Designer

September 2018 — December 2019

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.

SKILLS

Product Design, Product Strategy, UX Design, Interface Design, Interaction Design, Visual Design, User Research, Design Thinking, Data analysis, Sketching, Wireframing, A/B Testing, Usability Testing, Design system, HTML & CSS, UX Writing

TOOLS

Figma, Framer, Cursor, Miro, Adobe Creative Suite, Lottie

EDUCATION

Bachelor's degree in History

Udmurt State University, Russia

- 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%.

OneTwoTrip

Senior Product Designer

October 2017 — September 2018

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 tools and ran A/B tests to optimize conversion rates, increasing revenue from one channel from 1.8% to 2.4%.
- Redesigned iOS app.

Revolut

Senior Product Designer

June 2017 — September 2017

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

- Contributed to the redesign of iOS and Android apps, resulting in a more modern UI and improved user flow, which led to higher engagement and usability.
- Maintained the Design System to speed up design workflows and ensure visual consistency across platforms.

Avito

Senior Product Designer

August 2014 — May 2017

The leading marketplace in Eastern Europe for buying and selling goods, real estate, cars, 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.
- Worked in agile teams, delivering quick design iterations and adapting flows weekly based on test results and feedback.