

Valentin Bogatyrev

Senior Product Designer

Location

Moscow, Russia

Work format

Full-time • Remote, Hybrid

Contacts

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About

Senior Product Designer with 5 years of experience across B2C, B2B2C, and B2B products, with core expertise in B2C and FinTech. I take products from exploring hypotheses through launch and measuring outcomes. I introduce design systems and AI tools across multiple teams and products. I'm most energized by challenges where no one knows the right answer yet.

Experience • 5 years 6 months

Balance Platform

February 2025 — Present

Senior Product Designer • Full-time • Remote

I am responsible for the product design of 4 products for 5 banking partners, including CRM workflows, loan origination platforms, leasing participant portals, financial calculators, and a modular platform built on a microfrontend architecture.

- Develop an AI-assisted Product Design practice: created Markdown guides for early-stage prototyping based on the design system, now used by 5 teams; apply AI in Design Review and Design QA.
- Initiated the transition to a shared design system and unified interface standards for modular products, and support their adoption across the product portfolio.
- Own the full product design lifecycle—from researching business processes and user context to shaping and validating hypotheses, making UX decisions, and ensuring implementation quality.

Key products and projects:

- **CRM Collection:** designed key workflows and interfaces, including an IP telephony module, for ██████ Bank.
- **Leasing Participant Portals:** developed role-based interfaces for dealers and lessors to submit and process applications for ██████ Bank.
- **KYC Portal:** designed a batch document recognition workflow with predefined or custom recognition sets. Migrated the product to the shared design system.
- **Dealer Network CRM:** designed a mobile version for tracking agreements, planning meetings, and monitoring performance for bank ██████. Also developed an AI assistant module tailored to different user roles.
- **Loan Origination Platform:** developed the UX architecture of a flexible, modular product adaptable to different banking and product configurations. Designed several financial calculators within the platform, including a leasing calculator.
- **Agent Lending Platform:** designed end-to-end loan and mortgage application journeys, as well as centralized agent network management with role-based access and organizational hierarchy, for ██████ Bank.
- **Microfrontends:** designed 6 reusable modules for integration across multiple products.

Just, Bumpin

November 2021 — February 2025

Senior Product Designer • Full-time • Remote

Bumpin is a mobile B2C and B2B2C product for dating, social interaction, and networking in real-world locations.

- Led the end-to-end product design of key B2C and B2B2C journeys—from problem discovery and hypothesis validation to launch and impact assessment.
- Worked with product metrics and user research, contributing to roadmap development and feature prioritization.
- Evolved the design system, prepared specifications and design documentation, and ensured implementation quality through Design Review and Design QA.

Key results and achievements:

- Used product analytics to define a **map-first** strategy and redesign the navigation. Comparative testing of 2 prototypes with **48 participants** reduced key journey completion time from **1:29 to 0:59** and increased Completion Rate from **81% to 95%**.
- Following the map-first redesign, D7 Retention increased from **14.6% to 24%**, DAU/MAU from **16% to 22%**, and first-interaction conversion from **18% to 37%**.
- Analyzed the registration funnel and user session recordings, then redesigned authentication, conversational onboarding, and contextual permission prompts. Registration completion increased from **62.15% to 78.4%**, while completion time decreased from **3:42 to 2:18**.
- Based on more than **60 requests and 5 interviews** with venue representatives, designed partner profiles, content and event management, and analytics. After launch, **87% of partners** renewed their placements, **70%** reported increased audience interest, and **12 additional partners joined during the first month**.

Lookyto

December 2023 — August 2024

UX/UI Designer • Contract • Remote

Lookyto is a B2B2C platform for organizing events and engaging participants through mobile games and interactive mechanics.

- Owned product design for a B2B2C platform for event organizers and a mobile game experience for participants.
- Partnered with the Product Manager to define requirements, information architecture, and User Flows for creating, configuring, and launching games, real-time event management, previews, mobile host workflows, and analytics.
- Designed prototypes and interfaces for the admin platform, as well as mobile flows for participants interacting with games and engagement mechanics.
- Worked with engineers and QA, conducted Design Review, and supported solutions through launch, real-world pilots, and product use at events.

Media Plus

March 2021 — November 2021

Graphic & Motion Designer • Full-time • On-site

- Created graphic and motion assets for digital and outdoor advertising campaigns.
- Adapted static and video creatives for different media: large-format structures, large and compact screens, and advertising placements on websites.

Education

Information Systems and Technologies — Bachelor's degree

2017 — 2022

Belgorod State University

Skills

Product

- Product Discovery
- Product Analytics
- Product Metrics
- Roadmap
- Prioritization
- Stakeholder Management
- End-to-end Product Design

Research & UX

- Contextual Interviews
- In-depth Interviews
- Observation
- Funnel Analysis
- Session Recordings
- Hypothesis Validation
- A/B Testing
- User Flow
- CJM
- JTBD
- Prototyping
- Usability Testing

Systems & Processes

- Design Systems
- UI Kit
- Design QA
- Design Review
- AI-assisted Product Design

Tools

- Figma
- AI tools
- ChatGPT
- Codex
- Claude
- Claude Code
- FigJam
- Miro
- Jira
- AppMetrica
- ProtoPie
- Adobe Illustrator
- Adobe Photoshop

Languages

- Russian — Native
- English — B2