

Nikita Samutin
Senior Product Designer
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Remote, EU hours

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Product designer with **10+ years** in consumer and fintech products: from **0→1 at startups** to large-scale redesigns at **Yandex**. I take loosely defined tasks, break them into shippable steps together with engineers and PMs, and deliver **production-ready UI** in Figma, backed by component systems and motion prototypes I build with AI agents.

Experience

Stealth fintech
Senior Product Designer
2024–2026
Fintech · B2C, B2B

- Payments platform for emerging markets: checkout, trader app and PWA, merchant dashboard, admin; 15 currencies, 14 languages. Two designers across **four products**.
- Turned loosely defined requests into **38 specs with 465 acceptance criteria**, each linked to Figma frames, so engineering and QA worked from one source.
 - Designed variants for **11 checkout A/B tests**: two changes lifted payment conversion by **16–19%**, five hypotheses were closed before rollout.
 - Worked inside the engineering cadence: daily stand-ups, one spec per ticket, demos to stakeholders, QA sign-off.

Yandex, Auto.ru
Lead Product Designer
2020–2024 · Moscow
Marketplace · B2C
iOS, Android, Web

- Russia’s largest car marketplace, **29M monthly users**.
- Created **CarTinder from zero**: brought dating-style mutual matching to car swaps and defined the interaction model. Offers viewed per user **+150%**, **100+ media mentions**; the pattern was later adopted by Aviasales and hh.ru.
 - Redesigned the **home screen** around search, services and a personal feed: personal feed views **+21%**, navigation updates in **1–2 days** instead of a work week.
 - Built the **design system** for the new visual style with 5 designers and 3 engineers through bi-weekly workshops; front-end delivery became **2× faster**.
 - Designed the **auto-loan flow** for iOS, Android and web: 15 partner banks, about **\$3M** in annual revenue.
 - Led the team of **five designers for eight months** while the art director role was vacant; hired two designers.

Optherium Labs
Senior Product Designer
2019–2020
Fintech · Startup

- US fintech startup: a white-label platform that lets companies launch their own bank.
- Designed the white-label bank **from scratch** for mobile and desktop; the widget architecture cut client launch time from months to **10 days**.
 - Ran 5+ product presentations **in English** for US clients and closed the first enterprise contract; the UX architecture featured in the **\$5M Series A** pitch.

Yandex Music
Product Designer
2018–2019 · Moscow
Streaming · B2C

- Music streaming service, **20M monthly users**.
- Redesigned **search** and reduced bounce rate by **10%**.
 - Introduced product specs for engineers and redesigned the embeddable player used across online media.

Aidem
UX Designer
2015–2018 · St Petersburg

- Design studio where I started.
- Designed mobile e-commerce sites, including **KEY (~\$20M turnover)**, and a B2B analytics dashboard for cloud telephony.

Skills

UI and visual design, design systems, prototyping and motion (Figma, Principle, code prototypes with AI agents), user flows, responsive layouts, A/B testing, specs.

Publications and talks

- [Beyond the Hype: What AI Can Really Do for Product Design](#) · Smashing Magazine, 2025
- [Why Designers Get Stuck in the Details and How to Stop](#) · Smashing Magazine, 2025
- [Soft skills to level up your craft](#), [Career growth for designers](#) · HackerNoon, 2024–2025
- [Portfolio review for UX/UI designers](#) · Webinar, Women in Tech, 2024
- [UX/UI Testing on Design Stages](#) · Talk, Eurasian Startup Hub, London, 2024
- [State of Product Design 2025](#) · Own survey of designers, Cossa, 2025
- [iOS 18 Interactive Components](#), [Browser UI Kit](#) · Figma Community kits