

CONTACT & PORTFOLIO

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SUMMARY

Senior product designer with 8+ years of experience designing digital products. Throughout my career, I've worked at large product companies with audiences of millions of users, including international teams, solving complex product challenges across fintech, marketplaces, and recruitment.

EXPERIENCE

2024–2025 · HeadHunter (MAU > 40M)

Online recruitment platform · Revenue generation

1. Designed a pay-per-relevant-response monetization flow, balancing user experience with business revenue goals across mobile and web platforms.
2. Developed and tested an alternative monetization model with an estimated annual revenue potential of over \$1M.
3. Redesigned a mobile app feature for promoting job listings without any drop in key product metrics. Additionally, I introduced a promotional bottom sheet that increased conversion to activation by 12%.
4. Redesigned the vacancy package purchase page through iterative A/B testing to support a new pricing strategy. Introduced a three-tier package structure that improved customer segmentation. Also introduced predefined quantity bundles to simplify purchasing decisions.

2022–2024 · Avito (MAU > 60M)

Classified · Seller experience

1. Designed a contractor search experience for home remodeling; the solution was later scaled across all home improvement subcategories after strong engagement in the MVP.
2. Designed and launched the seller-facing interface for the "Available Now" feature on Avito Services, which was later scaled across most service categories, delivering up to 7% uplift in seller contact rates.
3. Created a redesign concept for the cargo category main page. Although the project remained conceptual, several ideas later informed product updates.
4. Contributed to the design system by adding new UI components, such as tooltips and data tables.

2020–2022 · Raiffeisen Bank

Financial services · SME products

1. Designed the Online Business Registration fintech product, increasing user LTV by 25%.
2. Redesigned the card management experience in the mobile app as part of the launch of virtual business cards. Virtual cards later accounted for approximately 10% of total card-related revenue.
3. Redesigned an enablement tool for the sales management team.
4. Contributed to the design system by creating new UI components.

2017–2020 · Freelance · Initium · Perfect Art

Early design experience across branding, web interfaces, wayfinding systems, data visualization, and B2B products.

SKILLS

Product Design · UX/UI Design · Information Architecture · Interaction Design · User Research · User Interviews · Usability Testing · Prototyping · Wireframing · Design Systems · A/B Testing · Data-Driven Design · Monetization Design · Marketplace Design · Fintech · Cross-Functional Collaboration · AI-Assisted Design · Creative Coding · Graphic Design · Motion Design · 3D Modeling

TOOLS

Figma · After Effects · Photoshop · Illustrator · Blender · Clo3D · Substance 3D Painter

LANGUAGES

English: Professional Working Proficiency (C1) · Russian: Native