

Evgenii Spiridonov · Product Designer
Based in Tbilisi, Georgia

Contact:
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Portfolio:
evgeniispiridonov.com

Summary

Product Designer with over 8 years of experience creating digital products across fintech, marketplaces, and recruitment platforms. I also practice graphic design and explore other creative disciplines, including 3D, motion design, and apparel design.

Experience

'24-'25 HeadHunter

Online recruitment platform · Revenue generation

1. Architected and implemented a pay-per-relevant-response monetization flow for mobile and web.
2. Developed and tested an alternative monetization model with an estimated annual revenue potential of over ₺100M.
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. Iteratively revamped "Post a vacancy" page.

'22-'24 Avito

Classified · Seller experience

1. Designed a contractor search experience for home remodeling. The feature was later scaled to all subcategories within home improvement.
2. Designed and launched the "Available Now" feature for Avito Services. The feature was later scaled across most service categories.
3. Created a redesign concept for the cargo category main page.
4. Contributed to the design system by creating new UI components.

'20-'22 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.

**'19-'20 Perfect Art
Data Visualization**

1. Architected an interface for a specialized marketplace facilitating ML models.
2. Designed the UI/UX for a comprehensive investment analytics service.

**'18-'19 Initium
Wayfinding Systems**

1. Designed numerous navigation interfaces.
2. Created and executed design concepts for client websites targeting new visitors to malls and museums.
3. Developed and visualized two interactive directory projects.

**'17-'18 Freelance
Web & Branding**

Skills

Product Design · User Interface Design · UX Research · User Interviews · Usability Testing · A/B Testing · Creative Coding · Graphic Design · Motion Design · 3D Modeling · 3D Visualization · Apparel Design · Artificial Intelligence (AI)

Tools

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

Languages

English — C1 · Russian — Native