

Vitaliy Savinovskiy

Cyprus-based Senior Product Designer with 8 years of experience in fintech and marketing products — from conversion-focused forms and user flows to dashboards and internal tools.

Former Art Director, bringing a creative edge to product thinking and balance between business goals and user needs.

Portfolio

vince-savoy.notion.site

LinkedIn

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Behance

behance.net/vitaliy_savinovskiy

Dribbble

dribbble.com/VitaliySavinovskiy

Motion & Interaction

medium.com/@vitalijsavinovskij

Jan 2023 — Present

Senior Product Designer – Brainsome (Cyprus)

- Launched and scaled 4 MVPs in startup mode, from a Car Insurance flow that grew to 3k+ daily sales to a Get-Paid-To platform reaching 300k+ MAU.
- Designed and optimized acquisition funnels, multi-step forms, and reward mechanics, improving conversion and retention rates.
- Conducted user research and usability testing to shape product direction, validate hypotheses, and prioritize features.
- Built internal dashboards and traffic control systems that improved campaign visibility and decision-making speed, and designed billing automation tools that reduced errors, streamlined payouts, and cut manual checks by half.
- Established design systems reducing delivery time and enabling fast iteration on product features.

May 2021 — Nov 2022

Design-Lead / Art-director – Mish (Russia)

- Mentored and supported designers, helping them grow their skills and confidence.
- Led 5-7 projects in parallel, keeping delivery on time and quality high.
- Worked directly with clients — from gathering requirements to presenting concepts and aligning feedback.
- Set up and refined design processes to make the team faster and more efficient.
- Design creative concepts and delivering for brands like Yandex, VK, Warner Brothers, Alfa Bank, Gazprom, Avito, and others.

Nov 2020 — May 2021

Senior Product Designer - Mish (Russia)

- Worked as part of NLMK's internal digital team via mish.
- Designed and launched new sections of the corporate website, improving navigation and UX.
- Conducted user research and usability testing to guide design decisions.
- Streamlined design-to-dev handoff for faster delivery.
- Contributed to a near full redesign of nlmk.com within six months, including 4 new sections and refreshed design system.

Aug 2019 — Nov 2020

Senior Product Designer - Selfworker.com (Russia)

- Led design of two core products: Wallet and Marketplace App.
- Took Wallet from early concepts to production — built interaction flows, animations, and scaled style guide into a full design system.
- Conducted user interviews and market research to inform feature design and iterative improvements.
- Initiated Marketplace from scratch: product concept, competitive analysis, architecture, and interface design.
- Delivered MVP of the Marketplace to stores within 3 months.
- Collaborated closely with developers and stakeholders, ensuring design accuracy and continuous iteration based on feedback and market trends.

Jan 2019 — Jul 2019

Digital Designer – Apus.agency (Russia)

- Created animations, creative concepts, and brand identity elements for diverse client projects.
- Designed adaptive layouts and web pages, ensuring usability and visual consistency.
- Delivered end-to-end design for Energogroup (concept → interaction design → animation).
- Contributed to projects including Spiritus, Accounts Chamber of the Russian Federation, Salaris Shopping Mall, Protargol, and Moonhub

Oct 2017 — Jan 2019

Independed Designer - Various Projects (International)

Worked in creative and product studios (Messapps, Geex-Arts, Kurtstudio), designing mobile apps, websites, and internal tools.

- Designed mobile and web apps end-to-end
- Delivered any design artifacts, animations, and UI kits for clients in fintech, entertainment, and e-commerce.
- Collaborated with art directors and clients directly on research, concepts, and visual design.

Projects included:

- Nudge app (prototype → final design, handoff to dev)
- Jetadmin.io
- Open Bank branding concepts

FOCUS

Product Strategy: Defined product vision and aligned business goals with user needs across fintech and marketing products.

Execution & Impact: Launched and scaled multiple MVPs to thousands of daily users; improved conversion and retention through iterative design decisions.

Processes: Built design systems, reusable UI kits, and experimentation frameworks that accelerated delivery.

Collaboration: Partnered with stakeholders, PMs, and developers to align product goals and ensure smooth execution.

SKILLS

Product & UX: Product strategy, UX research, user flows, design systems, JTBD, A/B testing, analytics

Design: UI/UX, prototyping, interaction design, typography, motion & animation

Leadership: Mentorship, stakeholder alignment, cross-functional collaboration

Tools: Figma, After Effects, Webflow, Miro, Notion, Jira, Amplitude etc.

TEACHING & PET PROJECTS

Mentorship: Design mentor at Yandex.Practicum, supported 50+ students in UX fundamentals and product design

Speaking: Internal workshops and project reviews at Brainsome and Mish, sharing design systems and product thinking practices

Side projects: Co-founder & designer of Birding.guru, niche startup launched as a personal initiative

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