

Timofei Fedorets — Senior Product Designer

Belgrade, Serbia · +381 62 932 6210 · uxnero@gmail.com · [LinkedIn Portfolio](#)

As a Senior Product Designer with 6+ years of international experience across FinTech, SaaS, and B2B, I turn complex financial problems into simple, high-converting experiences. I work end-to-end from discovery to launch on products serving 42M+ users. I simplify key journeys and remove friction to improve conversion and trust.

Alfa-Bank — Senior Product Designer · Oct 2024 – Present

Alfa-Bank is one of the largest banks in Eastern Europe, serving 42M+ B2C and 2M+ B2B customers, where I contributed to over £62M in revenue.

- Worked on initiatives supporting multi-billion-dollar revenue outcomes.
- Led end-to-end design (discovery → launch) for a subscription product stream; enabled 2M+ customer onboarding, and the initiative hit 106% of planned revenue.
- Standardised design-system governance (tokens, components, rules), reducing handoff churn and improving cross-product consistency.
- Introduced crits, spec templates, and review checklists across multiple squads in a 650-person programme, improving release predictability and quality.
- Owned subscription UX across plan selection, benefits management, and edge cases (upgrade/downgrade, renewals, cancellation), defining state models and error/empty patterns.
- Partnered with Engineering and QA to validate builds against specs, minimise UI regressions, and speed up release readiness.

Capybarum — Senior Product Designer (Tallinn, Estonia) · Sep 2021 – Jul 2024

Capybarum is a SaaS product design and development studio with more than 150 completed projects.

- Delivered launch-ready product designs (Figma/Webflow) and sales assets, supporting £480K in client revenue in 10 months.
- Optimised project timelines 20% by implementing ClickUp workflows, reusable templates, and handoff checklists across engagements.
- Accelerated workshop output 30% by facilitating structured design sprints and decision frameworks in Miro.
- Improved multi-product UI consistency 20% by building a shared design system (tokens, components, rules).
- Lifted key UX KPIs 15% by instrumenting analytics and iterating funnels, empty states, and error recovery patterns.

YoPlayDo.com — Product Designer (Riga, Latvia) · Feb 2020 – Jul 2021

YoPlayDo.com is a global SportTech SaaS platform that provides big data analytics to its clients.

- Drove ~£200K impact across B2B (federations) and B2C product improvements through onboarding and navigation redesign.
- Increased DAU +30% and session duration +30% by simplifying onboarding flows and information architecture.
- Reduced churn 30% by introducing adaptive layouts and a “follow teams & alerts” engagement model.

- Created living design documentation (patterns, content rules) and ran contextual research with the CEO to prioritise roadmap decisions.

IKEA — CX Resolution Specialist (St. Petersburg, Russia) · Nov 2018 – Feb 2020

I worked in IKEA's customer experience resolution—diagnosing recurring checkout/account issues, translating support signals into product insights, and helping reduce basket loss while improving satisfaction.

- Identified multi-device account/basket sync gaps; fixes contributed to £200K in additional sales and helped cut basket loss by 60%.
- Raised service satisfaction to 95% by improving resolution flow quality and error-state handling.
- Provided journey insights used by Product & Support to reduce duplicated research and speed up issue triage.

Awards

Tampere Innovation Week SPRINT (2021) — Winner (team)

UNCTAD Empretec Business Week (2019) — Most Profitable Business Award

Skills

End-to-End Product Design, UX Research (JTBD, interviews, surveys, usability testing), AI-assisted design, CJM, Design Sprints, Wireframing & Prototyping, Interaction & Visual Design, Design Systems, Accessibility, Workshop Facilitation, A/B Testing & Experimentation, KPI Definition, Analytics-Informed Iteration, Growth Design (activation, retention, engagement), Agile Delivery, Design Ops, Cross-Functional Collaboration, Product Strategy Alignment

Tools

Figma · Framer · Webflow · Cursor · Claude · Lovable · Miro · ClickUp · Photoshop · ProtoPie

Education

Satakunta University of Applied Sciences (Finland) — BBA, Entrepreneurship, 2021–2026

Samara State University (Russia) — Bachelor of Civil Law, 2007–2011

Languages

Russian (Native) · Finnish (C1) · English (B2) · Spanish (B2) · Serbian (B2) · Swedish (B1) · Greek(B1)