

Timofei Fedorets Senior Product Designer

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SUMMARY

Senior Product Designer with 6+ years of experience designing fintech, SaaS, and B2B products across mobile and web. I design end-to-end flows for complex financial and operational products, helping teams turn business, compliance, and system constraints into experiences that are clear, scalable, and conversion-focused.

I've worked from early-stage product definition to production-ready delivery in high-complexity environments, collaborating closely with product managers, engineers, analysts, and compliance stakeholders. My strengths are systems thinking, fast iteration, and bringing structure to difficult product problems without losing sight of user needs.

EXPERIENCE

Senior Product Designer Alfa-Bank | Belgrade, Serbia / Remote | October 2024 – Present
One of the largest banks in Eastern Europe (42M+ B2C, 2M+ B2B customers).

- Owned the full lifecycle of a regulated B2C subscription product across acquisition, onboarding, plan selection, benefits, renewals, cancellations, and upgrade/downgrade flows, replacing fragmented scenarios with one scalable product logic.
- Defined the subscription model across tiering, segment-based eligibility, plan comparison, benefit activation, copy hierarchy, and edge-case behaviour, making complex monetisation rules easier for customers to navigate and teams to implement.
- Drove clear UX for a revenue-critical initiative that achieved 106% of target and supported a product area exceeding \$62M.
- Stabilised onboarding and registration for 2M+ new customers by defining state management, payment-failure recovery, conflict resolution, and empty/error behaviour, reducing broken journeys and avoidable support pressure.
- Set design system standards across a 650-person programme, creating clearer rules for tokens, components, and usage that improved consistency and reduced interpretation gaps across teams.
- De-risked release delivery through sharper specs, critique routines, and implementation reviews with Engineering, QA, Product, and Compliance, reducing ambiguity and rework before launch.

Product Designer Capybarum | Tallinn, Estonia / Remote | September 2021 – July 2024
SaaS product design and development studio.

- Designed web and mobile products from early concept to production-ready handoff for fintech and SaaS clients, helping founders and product teams shape new products from scratch.
- Led end-to-end UX across complex B2B and financial workflows, translating business, compliance, and operational requirements into clearer user journeys, dashboards, and decision flows.
- Partnered closely with founders, product managers, engineers, and analysts to validate scope early, reduce ambiguity, and move faster from idea to execution.
- Introduced UX KPI frameworks tied to funnel performance and behavioural data, helping teams make more evidence-based product decisions and improve optimisation discussions.
- Shortened validation cycles by 30% by formalising cross-functional discovery and creating a faster path from assumptions to tested decisions in high-risk product areas.
- Standardised delivery practices across multiple engagements, improving consistency, iteration speed, and handoff quality in a fast-moving studio environment.

Product Designer

YoPlayDo.co | Riga, Latvia / Remote | February 2020 - September 2021

Global SportTech platform using big data for navigation and habit-building.

- Improved onboarding and navigation in ways that helped convert previously stalled freemium usage into roughly £200K in paying client value, making the platform easier to understand and adopt.
- Lifted DAU by 30% and session duration by 30% by simplifying onboarding and restructuring information architecture around faster access to relevant content.
- Reduced churn by 30% by introducing an engagement model built around adaptive layouts, team follows, and alerts that gave users stronger reasons to return.
- Shaped roadmap priorities with the CEO through contextual research and living design documentation, turning product insights into clearer decisions and more consistent execution.

CX Researcher

IKEA | St. Petersburg, Russia | November 2018 - February 2020

- Investigated cross-device account and basket synchronisation failures, uncovering root-cause patterns that helped reduce repeat complaints and improve fix quality.
- Identified systemic issues hidden in duplicate support tickets, helping teams prioritise recurring product defects faster and with better evidence.
- Revealed multi-device basket and account gaps that, once resolved, contributed to roughly \$200K in additional sales and reduced basket loss by around 60%.
- Helped raise service satisfaction to 95% by improving how common error states and resolution flows were handled.
- Equipped Product and Support with clearer journey-level evidence, reducing duplicated research and speeding up issue triage.

EDUCATION

Satakunta University of Applied Sciences, Finland

BBA, Entrepreneurship — 2026

Samara State University, Russia

Bachelor of Civil Law — 2011

SKILLS

Product Design: End-to-End Product Design, Prototyping, Wireframing, Interaction Design, Information Architecture, Visual Design, Design Systems, Responsive Web Design, Mobile Design, Accessibility, UI Design, UX Design

Strategy & Process: Evidence-Based Design, Growth and Optimization, A/B Testing, Edge Case Mapping, State Mapping, Agile, Design Ops, Cross-Functional Facilitation, Success Metrics Definition, Stakeholder Management

Research: Jobs To Be Done (JTBD), Usability Testing, User Research, User Studies, Surveys, Analytics-Driven Iteration, Behavioral Analysis

Tools: Figma, Claude Code, Webflow, Framer, Miro, AI workflows

AWARDS

Tampere Innovation Week SPRINT (2021) — Winner

UNCTAD Empretec Business Programme (2019) — Most Innovative

LANGUAGES

Russian (Native) | Finnish, English (C1) | Spanish, Serbian (B2) | Swedish, Greek