

Pavel Filichev

Senior Product Designer

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SUMMARY

Senior Product Designer with experience shaping user-first digital products in cybersecurity, PropTech, and online marketplaces. Specializes in simplifying complex workflows, delivering end-to-end design, and partnering cross-functionally to align user needs with business goals.

Skills: UX Strategy | User Research | UX/UI Design | Usability Testing | Interaction Design | Design Systems | Accessibility Design | Figma

WORK EXPERIENCE

- **Jones** 2021 - Present
Senior Product Designer
 - Lead the design of a compliance platform used across **8,000+** buildings and **300+** organizations.
 - Built a compliance dashboard that increased operational efficiency and compliance rates by **24%** (from 50% to 62%) by giving property managers instant vendor-insurance visibility and clear follow-up actions.
 - Drove a **15%** increase in demo-to-paid conversions (from 22% to 25%) by showcasing a visually polished and efficient solution for managing vendor compliance at scale.
 - Reduced bounce rate by **12%** and increased secondary conversions by **2%** through a targeted website redesign.
 - Conduct usability testing to validate concepts and inform product decisions.
 - Ensure accessibility design standards are met across the platform to support diverse user needs.
 - Manage an in-house designer and coordinate external contributors to lead cross-platform interface redesigns.
- **Fiverr** 2020 - 2021
Senior Product Designer
 - Designed and launched the Seller Plus program, impacting over **30,000** active sellers globally and driving new engagement strategies.
 - Maintained a **65%** monthly active seller rate and a **53%** renewal rate within three months of launch.
 - Collaborated with the UXR team to conduct user research, usability testing, validating prototypes and optimizing user flows
 - Led UI design for analytics dashboards with an emphasis on interaction design, accessibility design, and responsive design.
 - Contributed to the design system by creating components and ensuring alignment across cross-functional teams.
 - Owned the end-to-end design process in close collaboration with product managers, engineers, data analysts, and CS teams.
- **Cycode** 2019 - 2020
Product Designer
 - Redesigned enterprise security platform used by Fortune 100 clients, increasing 'Secrets Detection' feature adoption by **25%** (from 55% to 68%) across **~20,000** user base
 - Created end-to-end user flows in close collaboration with engineers and PMs, ensuring technical feasibility and seamless handoff
 - Contributed to the early foundation of the design system by establishing consistent patterns, reusable components, and documentation to support future scalability
- **Perimeter 81** 2017 - 2019
Product Designer
 - Crafted the end-to-end design of a cloud management platform from the ground up, across desktop and mobile, now used by **3,000+** organizations and impacting over **300,000** users.
 - Built a design system from scratch, reducing handoff time by **40%** and improving team efficiency
 - Contributed to enhanced product-market fit and enterprise readiness, supporting the company's **\$490M** acquisition by Check Point
 - Led branding and design of internal BI tools, establishing scalable design guidelines to align cross-functional teams

EDUCATION

Master of Engineering, Vehicle Engines

Moscow State University of Mechanical Engineering 2007-2012