

# Kyрил Shadrin

Senior Product Designer driving business growth through leadership and strategic design thinking

Currently leading a multidisciplinary UX team and contributing to Financial domain in an IC capacity

## Experience

**bsport** Aug 2023 - Present

I directed all major design initiatives as both an Individual Contributor and Team Lead, covering Acquisition, Activation, and Retention funnels. I also developed and executed strategies to increase revenue via higher LTV, reduce churn, and boost operational efficiency of B2B tools.

**UX Lead**  
Aug 2024 - Present

Led major product overhauls for both B2B back office and B2C-facing app, cutting churn by 20% and boosting sales conversion by 15%

Elevated UX maturity within the organization, positioning the UX team as strategic business partner

Recruited, managed, and mentored a 7-member cross-functional UX team, promoting a culture of continuous learning and high performance

**Product Designer**  
Aug 2023 - Aug 2024

Implemented scalable B2B & B2C design systems, boosting product development efficiency by 30%

Contributed to new features including Financial tools, business insights, booking management and CRM

**Navozyme** May 2022 - Aug 2023

**UX Designer**

Established best practices and data-driven design standards for a cross-functional team.

Led user research and established data-driven design standards to inform product decisions.

Ensured accurate implementation through close collaboration with developers and product managers.




Created and rolled out a design system across the organization, improving hand-offs and collaboration.

## Portfolio

 [kyril.info](https://kyril.info)

PW: 9KCxm627

## Contact

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 Barcelona, Spain

## Top skills

Data analysis  
Communication  
UX Research  
Quick prototyping

## Languages

English (Full Professional)  
Spanish (Full Professional)  
Russian (Native)

## Education

**Design Systems -**  
Button School / Feb 2023

**Data analysis for designers -**  
Button School / May 2023

**UX/UI Design -**  
Ironhack / May 2021

## Origin Algae

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Aug 2021 - Nov 2021

### UX Designer

Conducted UX Research and competitor analysis to narrow down the MVP's main features

Defined branding of the product and improve existing company branding

Designed wire-frames and prototypes which were tested to ensure the MVP features were aligned with business and user needs.

## Hertz

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Feb 2019 - Aug 2021

### Customer Service Representative

Consistently exceeded sales through effective communication and sales techniques

Provided customer service by managing contracts and answering customer inquiries to meet their needs

Managed fleet inventory of northern Spain to ensure clients always have their reservation covered