

EVGENII ERZOV

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PROFESSIONAL SUMMARY

Product Designer with 7 years across fintech, crypto, Web3, e-commerce, and retail. Currently leading design at a crypto trading platform, where the team, the process, and the design system were all built from scratch. Works end to end across user research, interviews, metrics analysis, prototyping, usability testing, and product strategy, with WCAG 2.1 AA accessibility built into the system rather than added later. Also ships personal products in real code using SwiftUI, Git, and Vercel, which makes handoff conversations with engineers considerably shorter. Moves fast in unfamiliar domains and makes complicated flows feel simple.

PROFESSIONAL EXPERIENCE

tradegenius.com

Senior Product Designer

October 2025 - September 2026

New York, NY, USA

- Joined as the first designer and built the design function from scratch: hiring, workflows, review cycles, and a shared quality bar for the team.
- Set up the working rhythm: weekly design reviews, a shared definition of done before handoff, and clear ownership per flow, so quality stopped depending on who picked up the task.
- Built the platform's first design system on tokens and variables, consolidating scattered one-off components into a single library used across the product.
- Pulled design into the development loop properly, with structured handoff, annotated specs, and regular syncs with engineers and PMs, cutting rework after handoff by ~25%.
- Led the full redesign of the web platform, reworking the visual language and core user flows, and cut task completion time by 20% in usability testing.
- Shipped three major features end to end, including prediction markets, opening up a new use case for the platform.

Tothemoon.com

Senior Product Designer

September 2024 - August 2025

Remote

- Worked alongside PMs, engineers, and QA in Agile teams, owning flows end to end from research through release.
- Led the redesign of the spot trading terminal widgets. A/B testing showed +25% task success and +17% repeat trades.
- Co-created the Meme Coins listing feature, which brought in 10K first-time deposits in its first week.
- Rebuilt crypto and fiat checkout as a mobile-first flow, lifting CSAT by 18 points.
- Ran usability and A/B testing on onboarding, reducing drop-off by 15%.

VTB Bank

Senior UX/UI Designer

May 2023 - September 2024

Moscow, MS, Russia

- Designed and launched the Referral Program and Promotions Hub, delivering 12% MoM growth in new accounts.
- Ran 30+ user interviews and workshops, and remote-tested prototypes with 50 users, to shape the loyalty UX strategy.
- Built WCAG 2.1 AA accessibility into the design system, which took a recurring source of hand-off rework off the table.
- Mentored two junior designers through their first end-to-end product work.

Domclick (SBER)

UX/UI Designer

June 2021 - May 2023

Moscow, MS, Russia

- Redesigned the mortgage product, generating \$200K in monthly revenue within 90 days.
- Built an ad-campaign manager that let agents launch campaigns 3× faster and cut related support tickets by 28%.
- Maintained a living Figma design system, removing 200+ duplicate components.
- Ran mixed-method research across four cities. The resulting IA redesign lifted NPS by 12 points.
- Created data visualization dashboards for analysts, speeding up their core workflow.

Daughters & Sons

Web Designer

October 2019 - May 2021

Moscow, MS, Russia

- Redesigned the supplier app, cutting a core task from eight steps to four and reducing time on task by 30%.
- Built responsive landing pages that lifted e-commerce conversion by 18%.
- Designed 20+ omnichannel marketing campaigns across web, email, and in-store touchpoints.
- A/B tested promo banners, with the winning variant reaching 1.6× CTR.

PROJECTS & OUTSIDE EXPERIENCE

Next Pal – iOS App (Personal Project)**June 2026 - Present****Design Lead****New York, NY, USA**

- Designed swipeable player cards with match percentage and skill chips, mutual-match logic, real-time chat, and a 7-step onboarding wizard covering skill level, availability, and location radius.
- Developed the full MVP in SwiftUI, SwiftData, and Firebase (Auth, Firestore, Storage) with MVVM architecture and AI-assisted development.
- Ran a product audit across security, App Store compliance, UX gaps, and analytics, producing a prioritized - P0–P2 roadmap covering user reporting, account deletion, location privacy, and funnel instrumentation.

EDUCATION**Russian Technological University (MIREA)****September 2019 - June 2022***Master's, Computer Science**GPA: 4.0***Russian Technological University (MIREA)****September 2015 - July 2019***Bachelor's, Computer Science**GPA: 4.2*

SKILLS

Skills: A/B Testing, Accessibility Standards (WCAG), Accessibility (WCAG 2.1), Active Listening, Adaptability, Adobe After Effects, Adobe Creative Suite, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Adobe XD, Agile, Animation, Arduino, Asana, Atlassian, AutoCAD, Blender, Blockchain, Branding, Canva, Cinema 4D, Collaboration, Communication, Communications, Component Libraries, Computer Networking, Computer Vision, Confluence, Conversion Rate Optimization (CRO), Creativity, Cross-functional Collaboration, Cryptocurrency, Dashboard Design, Data Analysis, Data-Driven Design, Data Science, Data Visualization, Design Systems, Design Thinking, Design-to-Development Handoff, Empathy, FigJam, Figma, Fintech, Graphic Design, Heuristic Evaluation, HTML/CSS, Information Architecture, Interaction Design, iOS/Swift, JIRA, Kanban, KPI Tracking, KYC (Know Your Customer), Lean UX, Lottie, Management, Market Research, Miro, Mobile App Design, MySQL, Payment Systems, Problem-Solving, Product Design, Product Management, Prototyping, Rapid Prototyping, Remote Usability Testing, Responsive Design, SAP Products, SCRUM, Sketch, Social Media, Stakeholder Management, Surveys & Questionnaires, Time Management, Trading Platforms, Typography, UI/UX Design, Usability Testing/Engineering, User-Centered Design, User Experience, User Interface (UI), User Interviews, User Journey Mapping, User Research, UX Research, Web Design, Webflow, Wireframe, Zeplin

Languages: Russian, English