

Kolya Vladi

 Russia • Age 32 • Russian citizenship • Russian (native) • English (B2)

 Lead Product Designer • Senior Product Designer

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General Information

Product designer with over 10 years of experience, including over 6 years in product development. Expertise in launching products from scratch, radically redesigning existing services, and establishing design processes within teams. Worked in Fintech (B2C/B2B) and Betting.

Skills

- Building and optimizing design processes from scratch;
- Collaborating with stakeholders and presenting solutions;
- Estimating effort and prioritizing tasks;
- Knowledge of design patterns and guidelines for Web, iOS, and Android;
- Proficiency in Figma and understanding of design systems;
- Systematic and critical thinking;
- Thinking in terms of scenarios and business metrics;
- Research: usability, interviews, A/B testing;
- Professional use of AI tools;
- Proficiency in 3D and motion graphics.

Education and Certifications

- Higher Education: Moscow Technical University of Communications and Information Technology
- UX MARAFON #21 | Из рук в руки (2020)
- Product Heroes. Продуктовый курс Ильи Красинского (2023)

About me

Over the past 10 years in design, I've gone from being an executor to a leader. My main motivation is to build systems where the team can reach its full potential and create products that drive business results. I know how to build processes from scratch, collaborate with development and product teams, and find a balance between the ideal interface and technical constraints. I believe that a good leader is someone who makes the team stronger than themselves.

Work Experience

[Uniteller](#), June 2023–September 2025 (2 years and 4 months)

Lead Product Designer

A process outsourcing company specializing in the development of digital products for external clients.

- Designed the “Goznak.Investments” investment app (joined at the MMP stage);
- Identified pain points in the Customer Journey Map (CJM) and redesigned key workflows → resulting in increased conversion rates for registration, deposits, and purchases;
- Developed a universal EPIC template → increased task transparency, team motivation, and speed;
- Regularly presented design solutions to top management and stakeholders, justifying choices with research data and business metrics;
- Participated in strategic product development sessions and proposed initiatives to improve UX based on analytics;
- Coordinated the work of cross-functional specialists. Participated in hiring, onboarding, and mentoring.

[Alfa Capital](#), June 2021 – November 2022 (1 year and 6 months)

Senior Product Designer

Investment management company, 2.2 million clients.

- Redesigned the website using a mobile-first approach;
- Increased product clicks by 124%;
- Increased registration and payment conversion rates by 18%;
- Expanded the design system with accessibility in mind;
- Reduced bounce rates on the mobile version by 25.7%.

[Olimp.bet](#), April 2019 – November 2020 (1 year and 8 months)

Product Designer (UX/UI)

An official bookmaker and one of the leaders in the betting industry not only in Russia but also across the CIS

- Designed the international version of the website;
- Launched an MVP for a social network for forecasters in one month;