

Eduard Titsky

Lead Product Designer · Design Manager · ex-Product Owner

Belgrade, Serbia · Open to remote (EU / US)

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SUMMARY

Lead Product Designer and ex-Product Owner with 8+ years in fintech and B2C. Led design teams up to 8 and cross-functional teams up to 12. Shipped products reaching 8M+ users and drove core fintech funnel conversions +50–67% as PO. Built multi-platform design systems (web + iOS + Android, Material Design 3) across 2+ products. Winner – [WDA Best Mobile App 2023](#).

EXPERIENCE

Alps2Alps – Design Lead · Sep 2025 – Mar 2026 · Belgrade

European travel company; airport-to-resort transfers across the Alps.

- Built the design function from zero – hired the team, introduced 1-1s, design reviews, retros, and critique culture.
- Owned end-to-end overhaul of the core booking funnel (web + mobile) and led design for a new-market launch in the US.
- Consolidated fragmented design files into a single multi-platform design system – tokens, components, templates for web and mobile.

Data-Driven Lab – Lead Product Designer · Oct 2024 – Sep 2025 · Belgrade

International fintech building trading products for global markets.

- Designed Copytrading – a new cross-platform product (web + iOS + Android) from ideation to engineering handoff.
- Shipped chart alert-notifications from user-research signal to release in weeks → 7-day retention +25%.
- Scaled the design system to Material Design 3; mentored the design team through regular 1-1s, reviews, and craft feedback.

Data-Driven Lab – Senior Product Designer → Product Owner · Jan 2023 – Jan 2025 · Belgrade

Owned the Finex trading product for the Indonesian market; led a cross-functional team of 12.

- Rebuilt core flows end-to-end → deposit CR **+50%**, withdrawal CR **+67%**, verification CR **+62%**, registration CR **+9%** (WhatsApp OTP).
- Shipped a video-recording step in the verification funnel after shadowing support calls → **2x faster** form completion and reduced support load.
- Built the web design system from scratch, migrated frontend from custom HTML/CSS to Angular, and launched theming across two apps on shared components.

MegaFon – Senior Product Designer · Jan 2022 – Jan 2023 · Moscow

One of Russia's largest telcos, 77M+ subscribers.

- Led main-app redesign and launch with a new design system, coordinating multiple product teams → **DAU x2, MAU x1.5, payment transactions x1.5, revenue +30%**.
- Designed Agent Eva, a voice/text anti-spam assistant, from scratch with multiple rounds of UX testing → 500K users in 3 months, **8M+** after a year (#2 in Russia).
- Launched Mega Family (shared tariff plans) from zero and redesigned the anti-downsale flow → downgrade CR -10%.

MTS Bank – Product Designer · Feb 2021 – Jan 2022 · Moscow

Top-20 Russian bank by assets; stepped up to lead the web design team within the year.

- Redesigned 20+ pages of the Private Banking web section with a new visual theme → new-client CR **x2**.
- Led a major overhaul of the web UI kit → ~30% faster task execution across the web-design team (tracked in Jira throughput).
- Redesigned the mobile tariff top-up form → form conversion **x2**.

SKILLS

Design · end-to-end product design, design systems, design tokens, Material Design 3, prototyping, usability testing, accessibility (WCAG), design QA

Leadership · team hiring, mentoring, 1-1s, design reviews, roadmap ownership, stakeholder alignment, cross-functional coordination

Product · product strategy, KPI ownership, funnel optimisation, discovery, backlog grooming, release management

AI · Claude Code (product dev, prototyping) · Midjourney, Figma AI, Recraft, Gemini (UI graphics) · Claude, ChatGPT (copy, translations) · NotebookLM (research) · ElevenLabs (voice)

Tools · Figma, FigJam, Pencil, Protopie, Spline, Rive, Photoshop, Illustrator, After Effects, Jira, Amplitude, Mixpanel

Platforms · iOS, Android, Web, Internal CRM tools

Domains · Fintech, trading, telco, travel, B2C

Languages · Russian (native) · English (professional working) · Serbian (elementary)

EDUCATION

- **Yandex Practicum** – UX/UI Design (2020–2021) · also tutor/reviewer (2022, part-time)
- **MIIGAiK, Moscow** – Aerospace Engineering (2009–2014)
- Freelance UI/brand designer (2015–2021, in parallel)