

Eduard Titskiy

Lead Product Designer

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

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SUMMARY

Lead Product Designer and ex-Product Owner with 5+ years in product design across fintech and B2C. Led design teams up to 8 and cross-functional teams up to 12. Shipped products reaching 8M+ users and drove substantial double-digit uplift across core fintech funnels as PO. Built multi-platform design systems (web + iOS + Android, Material Design 3) across 2+ products.

EXPERIENCE

Alps2Alps – Design Lead · Belgrade

Sep 2025 – Mar 2026

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 · Belgrade

Jan 2023 – Sep 2025

International fintech building trading products for global markets.

Lead Product Designer

Jan 2025 – Sep 2025

- 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 → validated uplift in 7-day retention.
- Scaled the design system to Material Design 3; mentored the design team through regular 1-1s, reviews, and craft feedback.

Senior Product Designer → Product Owner

Jan 2023 – Jan 2025

Promoted to Product Owner; owned the Indonesian-market trading product and led a cross-functional team of 12.

- Rebuilt core flows end-to-end → substantial double-digit uplift across deposit, withdrawal, verification, and registration (WhatsApp OTP) funnels.
- Brought a regulator-mandated VIP video-verification step (deposits >\$10K) in-app from an off-platform WhatsApp scheme – designed an in-app teleprompter flow plus manager CRM tooling.
- 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

Top-3 telco, 77M+ subscribers; consumer mobile + web at scale.

- 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 → **8M+** users after a year.
- Launched Mega Family (shared tariff plans) from zero and redesigned the anti-downsale flow → measurable drop in downgrade rate.

MTS Bank – Product Designer

Feb 2021 – Jan 2022

Top-20 retail bank; 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; redesigned 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 & Domains · iOS · Android · Web · Internal CRM · 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** – Aerospace Engineering (2009–2014)
- Freelance UI/brand designer (2015–2021, in parallel)