Vitalii Avdeev

Senior Product Designer

Mexico City (GMT-6, US time zones) · Remote · Full-time via EOR or contract
vitavdee@gmail.com · LinkedIn · viavdeev.com

Senior Product Designer with 8 years designing digital products at scale. Most recently led design for the subscription program at Wildberries (150M buyers), growing subscribers from 2.2M to 5.3M in a year and launching a VIP tier for its top 1M buyers. Previously first designer at Go Invest, taking an investment platform from zero to 500K monthly active users. Works end to end in remote, cross-functional teams, from research and strategy to design systems and launch, pairing AI-driven workflows with strong product judgment.

EXPERIENCE

Independent Product Designer *Jul 2026 – Present*

Partnering with selected clients

Senior Product Designer, Subscriptions • Wildberries *May 2025 – Jun 2026*

Led design of WB Club, the paid subscription of a 150M-buyer marketplace

- Led end-to-end design of WB Club on iOS and Android, from research to paywall, purchase, onboarding, renewal and cancellation flows
- Helped grow the subscriber base from 2.2M to 5.3M in one year through redesigned core flows, new services and a refreshed visual language
- Launched VIP, a new status tier for the top 1M buyers, ~37% of whom joined within the first year
- Validated every major design decision through A/B tests designed and evaluated with a team of 3 analysts
- Partnered with 5 PMs, 2 product owners, 2 engineering teams, and aligned with the core design team to keep the subscription experience consistent with the main app

Senior Product Designer, Core • Go Invest *Oct 2021 – Apr 2025*

Led the end-to-end design of a professional-grade investment platform used by 500K monthly active users

- Joined as the first designer; defined the product vision and launched the flagship web trading terminal, now one of the company's core offerings
- Expanded the full trading experience to native iOS and Android apps, bringing complex trading flows and dense data to mobile
- Designed and shipped PRO desktop versions for Windows and macOS with tailored workflows for professional traders
- Improved core workflows, onboarding and conversion flows, boosting Day-30 retention to 16.7%
- Grew the design team from 1 to 5 designers through hiring and mentoring, while contributing to ongoing product strategy decisions
- Built a scalable design system and component library adopted across all the product platforms, used by 11 teams (60+ people)

Product Designer • Strelka Institute *Jun 2020 – Sep 2021*

Designed the online learning platform for a non-profit institute for architecture, media and design

- Launched the platform end to end, from user flows to UI components and responsive layouts
- Designed a unified web platform for the institute’s programs, events and content, and contributed to a new design language for its main website
- Owned design through release, with responsive component specs and close work with developers

Product Designer • Globus Agency *Feb 2018 – May 2020*

Designed web and mobile products for agency clients, from early MVPs to platforms with millions of users

- Turned client business goals into shippable products across fintech, media, entertainment and wellness
- Owned the full UX cycle: user interviews, usability testing, wireframes, prototypes and UI libraries

EDUCATION

Russian State Technical University *Jul 2019*

Master's Degree in Technical Engineering

Professional courses

Interaction Design (Coursera, UC San Diego, 2023), Accessibility in Design (Udacity, Google, 2022), Multiplatform UX (Coursera, University of Michigan, 2024)

SKILLS

Growth and monetization: Subscription and loyalty programs, paywalls, purchase and renewal flows, onboarding, retention, A/B testing and product analytics

0-to-1 products: Product vision and research, MVPs and launches across web, iOS, Android and desktop

Design and leadership: Cross-platform design systems, design tokens, hiring and mentoring designers, DesignOps, partnering with PM, engineering and analytics

Complex interfaces: Data-dense professional cross-platform tools and customizable workspaces

AI and R&D: Testing product hypotheses, building functional prototypes and AI-powered user workflows

Design tools: Figma · Framer · Adobe Creative Cloud · Miro

AI tools: Claude Code · Cursor · v0 · Lovable · Codex · Krea

Languages: English (fluent) · Russian (native)