Tatiana Smirnova — Product Designer, UI/UX & Visual Design

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Binéfar, Spain · EU work authorization, no visa sponsorship needed · Remote

Summary: Product designer with 9+ years in B2C mobile and web products: fintech, betting, streaming and an iOS app I co-founded. I work from user flows and prototypes to final UI, icons and App Store visuals, propose a direction, explain my decisions, and work with developers until the details are right in the shipped product.
Selected results: +12% subscription conversion without touching pricing (Viasat), +63% revenue from a pricing experiment (TransferMusic), 3 hypotheses tested in 12 months with no-code MVPs (Adlete). Looking for a senior IC role; TransferMusic stays a side project with a technical partner.

Skills: UI and visual design, typography, iconography · ASO and App Store visuals, localization · Interaction design, wireframing, prototyping · User interviews, usability testing · A/B testing, growth design · Design systems (tokens, multi-platform) · Accessibility (WCAG)
Tools: Figma · Photoshop · Illustrator · Framer · Grafana, InfluxDB, Loki · Google Analytics · App Store Connect · HTML/CSS · Claude Code · Figma MCP · Claude Design

TransferMusic — Product Designer & Co-founder — Jun 2021 – Present · Part-time
iOS app that transfers music libraries between streaming services. On the App Store since 2019: 4.5★ in the US, 16K+ ratings, 32 locales. Sole designer from MVP to today.

- Designed the MVP from 0→1 and launched it; peak of 7K downloads a day.
- Decide the app's direction together with the developer and work with him on every detail of the build.
- Own the app's visuals and App Store presence: icon, screenshots and store pages in 32 locales. Customized the screenshots for each country with its own top albums and artists using AI: downloads +8%.
- Tested pricing: one tier up gave revenue +63%; the third tier only lowered downloads.
- Diagnosed a conversion drop to a new app icon through App Store analytics, reverted it (downloads recovered within days), then ran an A/B/C test of icon variants.
- Tested monetization and retention hypotheses (stopped investing in a built-in player when it didn’t move retention); run product analytics and logs myself via Claude Code.

Adlete — Founding Product Designer — Mar 2025 – Jun 2026 · Remote
Romania-based pre-seed startup for athletes, sports specialists and sponsors; team of 5.

- Ran product discovery from 0→1: 3 hypotheses in 12 months, each with its own MVP; built two myself with no-code (Tilda; Framer + Kajabi).
- First version: 250 athletes signed up in 2 months. Last version: 25 paying subscribers at €40/month, 45% retained at month 2, 28% at month 3, with three decision-makers per purchase (the athlete and both parents).
- Designed the registration and payment flow under legal constraints: A/B-tested two versions and used the data to get the simpler, better-converting form approved.

Viasat (viju) — Lead Product & UX Designer — May 2023 – Apr 2025 · Remote
Streaming service of Russia's leading pay-TV group; Web, iOS, Android, Smart TV.

- Audited the whole registration-to-subscription flow, went through its pitfalls with system analysts and the implementation options with engineers, then redesigned it (sign-up, promo codes, partner programs, edge states): +12% subscription conversion with no pricing changes. The flow is still in production after later attempts to replace it.
- Reworked the video player on all platforms: viewing retention +18–25% (pre/post, no A/B test).
- Unified the design system across Web, iOS, Android and TV: one component library and shared tokens with accessibility built in (contrast, focus states, text scaling).
- Designed a remote control inside the phone app for the TV app, from concept to production; no Russian streaming service had one at the time.
- Led the design team: hired 2 designers, mentored 3; cross-team rating rose from 6.4 to 8.1.

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Constanta (Fonbet) — Lead Product Designer — Jul 2020 – Apr 2023 · Remote
Company behind Fonbet, Russia's #1 betting operator; 1.5M MAU; Web, iOS, Android.

- Built a multi-platform design system (Web, iOS, Android) used by all cross-functional product teams.
- Redesigned onboarding, including registration and identity verification (KYC), to improve sign-up conversion.
- Redesigned the payment flow: migrated to a new payment provider, added new payment methods, shortened time to first deposit.
- Designed the product for expansion into Uzbekistan, Cyprus and Belarus: localization, local payment methods, legal and compliance constraints per market.
- Led and mentored a team of 4 designers; built a growth and evaluation system with an individual development map per designer; all 3 juniors reached mid level.

Constanta (Fonbet) — Senior Product Designer — Oct 2019 – Jul 2020 · Moscow

- Redesigned the iOS app and created its design system from scratch; improved registration and identification flows.
- Turned the odds catalog from an unstructured set of tables into a documented, interactive component system, implemented as tokens with engineering; 90% of interviewed users called it more readable.

Pochta Bank — Senior Product Designer — Nov 2018 – Oct 2019 · Moscow
Top-10 Russian retail bank, 13M+ customers; mobile and internet banking, loans, credit cards.

- Redesigned the loan and credit card application with a credit calculator, personalized offers and card comparison: application time cut from 8 minutes to 2.
- Led and shipped the redesign of the internet banking platform; redesigned transaction history in the mobile app and built its design system components.
- Helped launch the bank’s UX research practice: unmoderated usability testing of high-fidelity prototypes with real customers.

Logrocon — Product Designer — Sep 2017 – Nov 2018 · Moscow
Product design studio building MVPs for clients.

- Designed and shipped 7 products from 0→1 across iOS, Android, Web and Windows in 15 months: retail sales-assistant app with CRM, project management service, payments service, logistics app, online store, match-stats service.
- Owned every project end to end: discovery, wireframes, prototyping, UX research, UI and post-launch analysis, working directly with founders to turn a raw idea into a scoped MVP.

Earlier: Graphic Designer at ZSholding, REC.Expert, Malina (2014–2017)

Education:
UC San Diego — UX Research & Prototyping (2019)
Bureau Gorbunov Design School — Interface Design (2018)
Kyrgyz Russian Slavic University — Specialist in Architecture (2014)
Art school — Fine Arts (2006–2008)

Languages: English B2 · Spanish A1, actively learning · Russian native