

Dzmitry Astapovich

8+ Years of Experience

Senior Product Designer · SaaS / Fintech / iGaming / AI · Data-heavy UX · Design Systems · B2B/B2C
da.astap@gmail.com · +48 575 22 19 60 · linkedin.com/in/dmitry-astapovich · behance.net/Dmitry_Astap

PROFILE

Senior Product Designer with 8+ years of experience across SaaS, fintech, iGaming, e-commerce, and AI products. Works end-to-end: from discovery and user research to high-fidelity UI, prototyping, and developer handoff. Strong background in complex data-heavy interfaces, dashboards, design systems, and conversion-focused flows. Has led design teams of up to 20 and improved cross-functional delivery in Agile environments. Actively applies AI tools in research, ideation, and prototyping workflows.

SKILLS

UX / Product	Product design · UX strategy · user flows · information architecture · interaction design · user research · usability testing · UX audits · A/B testing · JTBD · conversion optimization · retention optimization
UI / Visual	Visual design · typography · layout & composition · design systems · component libraries · design tokens · responsive design · mobile-first · accessibility (WCAG) · data visualization · dashboard design · enterprise UX · admin panels
AI & Emerging	AI-driven UX · generative interfaces · AI-assisted workflows · prompt design · AI prototyping · AI Agents · LLM UX · intelligent interfaces · AI workflow automation · FigmaApps
Tooling	Figma (advanced) · Framer · Webflow · ProtoPie · Maze · Blender · After Effects · Photoshop · Illustrator · InDesign · Premiere Pro · Notion · Jira · Confluence · Google Analytics · Hotjar · Claude · HTML/CSS
Domains	SaaS · B2B · B2C · fintech · iGaming · e-commerce · healthtech · analytics platforms · mobile · web · EdTech · Operational Systems
Collaboration	End-to-end design ownership · Agile/Scrum · cross-functional collaboration · stakeholder management · design QA · design leadership · mentoring · workshop facilitation
Languages	Russian (C1) · Polish (B2) · English (C1)

EXPERIENCE

Senior Product Designer

Genesis · Remote

2025 – 2026

- Owned end-to-end product design across EdTech, AI, and gaming products: discovery, user flows, high-fidelity UI, prototyping, and developer handoff.
- Redesigned onboarding, paywall, and quiz flows, contributing to a 23% increase in user activation measured via product analytics.
- Built a cross-product design system with reusable components and documentation, cutting design-to-development handoff time by ~25%.
- Redesigned internal CMS workflows for content teams, simplifying creation, review, publishing, and moderation processes.
- Partnered with PMs, engineers, and marketing to identify funnel drop-offs, prioritize UX improvements, and ship experiments across onboarding and monetization flows.

Senior Product Designer

Gamicorp Development Limited (4Rabet) · Remote

2024 – 2025

- Redesigned registration and onboarding flows, increasing completion by ~6% and reducing drop-off at first user interaction.
- Used analytics, heatmaps, and funnel analysis to identify friction points and prioritize UX improvements across key product flows.
- Simplified core UI patterns and removed redundant elements, improving scanability, usability, and loading performance.
- Evolved the UI Kit by aligning components with Material Design principles, documenting usage rules, and improving cross-product consistency.
- Supported new feature development through competitor research, wireframes, prototypes, and UX validation before handoff.

Team Lead, Design Department

2023 – 2024

Blammo (Digital Agency) · Poland

- Restructured the design department within 6 months: introduced frameworks, specifications, and handoff processes.
- Led a team of 20 designers, improving department output by 38%.
- Built a hiring pipeline: reviewed 250+ candidates, conducted 60+ interviews, hired 8 designers.
- Improved team retention to 80% through structured onboarding, mentorship, performance reviews, and growth plans.
- Improved client loyalty by 35% and extended average client lifespan from 6 to 8 months.
- Contributed to a 36% increase in closed deals through presales concepts and client presentations.

Lead Product Designer

2022 – 2023

200Web (Digital Studio) · Poland

- Led and mentored a team of 5 UX/UI designers, improving design quality, review culture, and delivery consistency across web and mobile projects.
- Reduced new feature design time by 29% by introducing scalable design systems, reusable UI patterns, and clearer handoff documentation.
- Increased closed deals by 24% through UX presentations, product concepts, and proposal-stage support for client projects.

Middle+ UX/UI Designer

2021 – 2022

MercuryArts (Digital Creative Studio) · Ukraine

- Designed web apps, chatbots, and digital tools for business clients: user flows, wireframes, prototypes, and customer journey maps.
- Ran A/B testing and used product analytics to identify friction, optimize flows, and improve usability across key scenarios.
- Increased lead generation by 29.7%, user engagement by 24.6%, and session duration by 38.2% across selected client projects.

UX/UI Designer

2019 – 2021

Nowa Experts (Digital Agency) · USA (Remote)

- Delivered end-to-end design for websites, web applications, automation tools, and digital brand systems across multiple client projects.
- Built UI kits, brand guidelines, and cross-platform visual systems, cutting production time by 22.3% and improving delivery consistency.
- Reduced early-stage revision cycles by 17% through clearer design concepts and structured client feedback processes.

Graphic Designer

2017 – 2019

Building Center Edem Advans · Belarus

- Developed packaging, marketing materials, and promotional assets for construction and woodworking products.
- Created visual concepts for exhibitions, conferences, and corporate campaigns aligned with sales and marketing goals.

EDUCATION & CERTIFICATIONS

Polish-Japanese Academy of Information Technology	—	New Media Arts Visualization	2021 – 2024
Minsk State Gymnasium College of Arts	—	Graphic Design Art Teacher	2015 – 2018
Uprock	—	Middle+/Senior UX/UI Designer [Expert]	2025
SkillBox	—	Project Manager	2023
Smart	—	Business Psychology	2024