IVAN EFIMOV

Product Designer

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PROFESSIONAL SUMMARY

Product designer with a deep, hands-on background across the full design lifecycle - spanning fintech, blockchain, startups, charity platforms, and more, including founding two startups, where design and business strategy were never separate questions. Most recently, sole designer taking a product from a single MVP to four products under one design system, built entirely from zero. AI is now a real part of my process - speeding up research, ideation, and prototyping. I care most about interfaces that quietly do their job well. My focus: web and mobile product design, design systems, and prototyping, with fluency across the standard toolset.

CORE SKILLS

Design & Research: UX Research, Wireframing & Prototyping, UI Design, Mobile Design, Web Design, 0-to-1 Product Design

Systems & Process: Design Systems, Design Process Building

Tools & AI: Figma, AI-Assisted Design

Domain Expertise: Fintech & Payment UX, Blockchain/Web3 UX

Leadership: Team Leadership, Cross-Functional Collaboration

WORK EXPERIENCE

Benefi Global - Product Designer

Apr 2024 - Present | United States (Remote)

- Sole designer at an early-stage startup, owning end-to-end UX/UI design for a donation platform from 0 to 1
- Designed and shipped a mobile app and web platform for donation collection from the ground up - research, wireframes, UI, and developer handoff
- Built a unified design system that now powers 4 separate products, ensuring visual and functional consistency at scale
- Integrated AI tools into the workflow for illustration generation and design assistance, reducing production time and external dependencies
- Took the product from a single MVP to an ecosystem of 4 projects unified under one design system

Pulsup - Senior Product Designer

Jul 2023 - May 2024 | Limassol, Cyprus (Hybrid)

- Designed an internal white-label payment platform for B2B clients, primarily within the gambling industry
- Built a rebrandable transaction-processing tool used by business clients to manage payments across their own branded instances
- Worked across the gambling vertical, addressing industry-specific compliance, security, and UX requirements
- Collaborated with engineering to translate complex payment logic (transaction states, processing flows, multi-currency support) into clear interfaces
- Designed and maintained UI components for transaction dashboards and merchant-facing back-office tools

Haiku - Product Designer

Nov 2021 - Jul 2023 | Tallinn, Estonia

- Generated ideas to improve product UX and designed user scenarios
- Built interactive prototypes and developed high-load interfaces
- Developed and maintained design systems
- Reviewed and controlled the integration of new interface components

BR Lab (RB) - Art Director

Sep 2020 - Sep 2021 | Russia

- Invited by a large sports-projects holding to improve internal design processes and build a new design system, raising product quality and cutting time-to-ship for new features
- Built processes within the design team and integration with other departments
- Defined the design language for several flagship products across the company
- Developed the component library and system architecture
- Formed and distributed tasks, overseeing execution end to end
- Mentored and grew a team of 3 designers

Soft2Bet - Lead Product Designer

Feb 2020 - Sep 2020 | Russia / Cyprus

- Led product design within the company's Innovation Department
- Generated ideas for improving product UX and designed user scenarios and prototypes
- Developed high-load interface components
- Built internal web standards and pattern libraries
- Reviewed and controlled the integration of new interface components

404 Group - Senior Product Designer

Jun 2018 - Dec 2019 | Russia

- Built a design system from scratch, implemented and maintained it, and used it to drive a full-scale redesign of the main product - cutting new feature development time by 20%
- Designed information architecture and interactive prototypes for a high-load web application
- Led a homepage redesign that increased conversion by 30%, and a deposit-page redesign that added a further 15%
- Ran design reviews and initiated ongoing improvements to the design process

Wings DAO - Lead UI Designer

Apr 2017 - May 2018 | Russia

- Joined an international blockchain crowdfunding platform, leading a team of 4 (2 UI designers, an illustrator, a graphic designer)
- Set objectives and distributed workload across the team
- Developed interactive prototypes, brand guidelines, and a UI kit
- Designed platform interaction and interface for web and mobile
- Coordinated design/UX expertise across teams; reviewed new UI/UX implementation

PetrogradWeb - UI/UX Product Designer

Sep 2016 - Apr 2017 | Russia

- Designed web solutions for agency clients, including Megaphone
- Led the studio's own corporate website redesign from scratch, which won the TAGLINE 2017 award for Best Design Agency

Skipo Develop - Art Director

Aug 2015 - Aug 2016 | Russia

- Established internal design processes and led design direction for a team of 2 designers
- Raised average product quality across client engagements
- Formed and distributed tasks and oversaw execution end to end

Avego+ - Lead Web Designer

Apr 2013 - Jul 2015 | Russia

- Designed websites, identity systems, and interfaces across a range of client projects

EDUCATION

European Institute of Design Experts (EIE) - Smolny RAO

Bachelor's, Graphic Design | 2006 - 2012 | Russia

AWARDS & RECOGNITION

- TAGLINE Award 2017 - Best Design of a Digital Agency