

Shaposhnikov Bogdan

Senior Product Designer

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Remote-first

Open to relocation EU/US

PORTFOLIO: shap.deisgn

PROFESSIONAL SUMMARY

Product & UX/UI Designer with 5+ years of experience delivering user-centered digital products across web and mobile. Focused on improving product metrics through research-driven design and scalable systems.

Strong in UX research, user flows, and design systems. Proven ability to simplify complex user journeys, increase conversion, and enable cross-functional teams to move faster through better design decisions.

EXPERIENCE

Senior Product Designer

Apr 2025 – Present

Freelance / Contract

- Delivered end-to-end product design across multiple web and mobile products, reducing time-to-design delivery by ~20%
- Improved product usability through user research (interviews, CJM, JTBD), leading to clearer user flows and reduced friction
- Built scalable design systems and UI kits, improving design consistency and speeding up handoff to development
- Optimized UX using product metrics (conversion, retention, user errors), contributing to continuous product improvements

Middle Product Designer

Apr 2024 – Apr 2025

Easy Padel — Web Platform & Mobile Apps for Padel Players & Clubs

- Led mobile app redesign based on usability testing and user interviews, improving overall user experience and reducing friction
- Designed a scalable landing page system, enabling marketing team to independently create pages and reducing design workload by ~30%
- Simplified booking experience by redesigning fast booking flow, reducing empty-state scenarios and improving conversion

- Introduced club and coach cards, improving content clarity and increasing successful bookings

Middle Product Designer

Mar 2023 – Apr 2024

TSEKH Design Studio — Various Projects

- Conducted usability testing and validated design decisions, reducing implementation risks and rework
- Identified key user pain points through research, enabling data-driven product improvements
- Designed new product features based on competitor analysis, contributing to winning a major client
- Facilitated alignment between stakeholders and development teams, reducing miscommunication and iteration cycles

Lead UX/UI Designer

Nov 2022 – Mar 2023

IT Workin — Web3 Design Studio

- Led design across multiple Web3 products, delivering interfaces for landing pages, marketplaces, and crypto tools
- Built UI kits and documentation, improving design consistency and reducing development time
- Managed and mentored a team of 2 designers, improving team productivity and output quality
- Structured design processes (prioritization, reviews), increasing delivery predictability

UX/UI Designer

Dec 2021 – Nov 2022

NiT Studio — Various Projects

- Designed mobile app for a government service, improving clarity of user flows and stakeholder alignment
- Developed UI kit and interaction patterns, reducing development inconsistencies and speeding up implementation
- Introduced JTBD framework, helping define MVP scope based on real user needs
- Validated product decisions through user interviews, reducing product risks

Junior UX/UI Designer

Aug 2020 – Oct 2021

Appvelox LLC — Mobile Apps & Chat Bots

- Improved UX of chatbots and mobile applications, reducing user support requests
- Designed user flows and interaction logic, increasing usability and engagement
- Contributed to loyalty program improvements based on user feedback
- Prioritized tasks in collaboration with product and development teams

TECHNICAL SKILLS

Design & UX: UX/UI Design, User Research, CJM, JTBD, User Stories, Usability Testing

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Miro, Notion, Slack, Trello

Design: Wireframing, Prototyping, Design Systems, UI Kits, Responsive Design
Methodologies: Human Interface Guidelines, Material Design, Mobile-first approach

EDUCATION

Bachelor's Degree

2021

Samara State University of Architecture and Civil Engineering

ADDITIONAL

Languages: Russian (native), English (professional working proficiency)

Work Authorization: Individual Entrepreneur (Georgia), available for remote roles globally, open to relocation to EU or US with visa sponsorship

Interests: Vibe Coding, Visual Design, Sound Design & Beatmaking