

STANISLAV LAVRIK

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CAREER OBJECTIVE

Senior Product Designer and Lead with extensive 8+ years of experience in Fintech, Web3, and AI-driven products. Proven track record of designing complex, scalable solutions, including crypto, iGaming and SaaS platforms. Expert in solving business problems by designing clear user flows and establishing design systems based on tokens to streamline development and enhance consistency. Deeply experienced in building and leading design teams, mentoring designers, and fostering a collaborative culture to drive successful product launches and scale.

RELEVANT EXPERIENCE

ClickOut Media, Senior Product Designer

2023-2026

- Improved the UX of a crypto news platform, resulting in a 15% increase in daily active users and a 25% growth in returning users.
- Implemented design tokens across all products, streamlining UI/UX processes and reducing development time by up to 200%.
- Utilized A/B testing and Hotjar heatmaps to validate design decisions, directly influencing the roadmap for different products across the company.
- Partnered with Product Managers and Engineers in an Agile environment to translate complex requirements into intuitive user flows, reducing sprint planning time.

NDA, Senior Product Designer

2022-2023

- Designed a web application for Amazon listing management, automating processes like manual bidding and keyword management, and reducing wasted spend.
- Designed a competitor price-monitoring web application, which streamlined business operations, improved response times to price changes, and increased sales and income.
- Acted as a design lead for specific modules, conducting design reviews and ensuring high-quality output across the product team.

Baanx Group Ltd, Senior Product Designer

2021-2022

- Designed an adaptive web application based on Human-Centered Design principles, expanding the audience and creating opportunities for B2B white-label sales. Unified the experience across Web, iOS, and Android platforms.
- Led the design of Crypto Life, a white-label cryptocurrency wallet and card management system used by millions of users, including integrations with Ledger, MetaMask, 1inch, and TrustWallet.
- Architected the customizable UI framework for white-label partners, allowing brands like Ledger and Tezos to skin the application efficiently while maintaining core usability.

UNi-OPS, Lead Product Designer

2020-2021

- Built and managed a design team, mentoring junior designers and fostering their growth.
- Collaborated with a team of 5 to design and scale several top 20 CoinMarketCap cryptocurrency exchanges, delivering optimized user experiences and driving platform growth.

ZLODEI, Senior Product Designer

2020

- Redesigned an adaptive web platform for betting, introducing unique mechanics like "Live Bets"
- Created online casino templates used by over 2 million customers globally.
- Collaborated with a product team of 30 developers, delivering high-quality, scalable solutions as the sole designer.

Caer Sidi, Product Designer

2019-2020

- Designed the UI/UX for a desktop Web3 game based on game designer specifications.
- Developed an adaptive web application for an NFT marketplace.
- Created and maintained a cohesive design system across all products, working closely with a product team of 50+ developers and the management team.

Cryptocurrency Exchange (NDA), Product Designer

2018-2019

- Conducted UX audit and redesigned a cryptocurrency exchange, including an adaptive web application and Android/iOS apps.
- Collaborated closely with a small product team of 30 developers while managing a graphic designer and mentoring a junior designer to ensure consistent and high-quality deliverables.

ADDITIONAL SKILLS & INTERESTS

Languages: Bilingual Ukrainian and Russian; English – C1 Professional

Tools & Tech: Figma, JIRA, Maze, Adobe CC, Claude Code, Gemini, Gen AI, Google Analytics

Business Sectors: AI, Fintech, Crypto, iGaming | B2B, B2C, Startups