

Nick Skorobogatko

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Senior/Staff Product Designer

Currently in Belgrade, Serbia · Remote

10+ years of experience in large products (Yandex, IVI) and startups. Led design teams, shipped high-traffic cross-platform features (web, mobile, Smart TV). Comfortable working with A/B tests, qualitative research, and design systems.

Yandex

Jul 2023 – Present

2 years 6 months

Lead Product Designer at Yandex Search

Jul 2025 – Present · 5 mos

Part of a small product design team working on a new B2C mobile app (NDA).

- Designing content consumption and interaction flows to boost engagement.
- Collaborating with marketing and senior stakeholders on onboarding and gamification to improve activation and early retention.
- Owning the design of one of the core sections.

Senior Product Designer at [Yandex Games](#)

Jun 2024 – Jul 2025 · 1 yr 1 mos

Yandex Games is a B2C/B2B gaming web platform with 90M+ MAU. I worked on a three-designer product team.

- Diversified recommendation blocks and formats, increasing average playtime per user by **5.5%** and total playtime by **3.4%**.
- Contributed to early in-app monetization experiments: **+15%** high-quality players (60s+), **+20%** on mobile, **+6-8%** total playtime (in-app games).
- Designed and tested multiple discovery and catalog concepts to shape long-term UX direction.

Senior Product Designer at [Smelter](#)

Jul 2023 – Jun 2024 · 1 yr

I worked as a sole multidisciplinary designer on international projects and developed a small B2B startup focused on media monitoring.

- Participated in the development of product strategy.
- Encompassed both product-related tasks and the development of the product's brand and communication.
- Improved communication of the value to the user.
- Introduced qualitative research into the product development process.

As a result, we raised LTV and cut CAC, bringing the ratio **LTV/CAC>1**.

IVI

Dec 2019 – Jul 2023

3 years 8 months

Lead Product Designer

Jan 2022 – Jul 2023 · 1 yr 7 mos

IVI is a B2C streaming video service with 60M+ MAU. I led a design team of 3 product designers through all stages of work from research to launch and A/B.

- Launched [The Flow](#) vertical video section, increasing retention, watch time.
- Redesigned [the Homepage and the Main Gallery](#): **+52%** CTR on Apps.
- Conducted a design review at the level of product strategy, scalability, consistency, UX, and UI.
- Established processes within the team and with other teams.
- Expanded the team, hiring 3 designers, one of whom is now a team lead.
- Led works for the Design System. Wrote design documentation from scratch.

Senior Product Designer

Dec 2019 – Jan 2022 · 2 yr 1 mos

Some of my projects:

- Redesigned [Movie Page](#): **+8.7%** trial conversion on mobile, **+2.3%** subscriptions on Smart TV.
- Children's profile and PIN flow: **+35%** YoY active profiles.
- Introduced a horizontal poster format and a scalable production process. Enabled delivery of 4,000 posters in two months. Increased poster visibility by **+65%**, CTR **+3.3%**.
- Recommendation explanations for content: **+7%** web subscriptions.
- Produced an [Identity for the company](#) in 2021.

Arhive

Feb 2014 – Dec 2019

5 years 11 months

Product Designer

Sole product designer. Led product design from early stage to ≈500K MAU, including core UX, visual language, and design system.

Earlier experience

May 2011 – Feb 2014

2 years 9 months

Product/Web Designer

Worked in design studios on client projects as a product and interface designer, collaborating closely with developers and stakeholders.

Skills

Product Design:

- End-to-end product design (discovery → delivery).
- Problem framing with data.
- UX interviews and tests when needed.
- User flows, interface copy, interaction patterns.
- Rapid prototyping (Figma, ProtoPie, HTML/CSS/Vue).
- Consistency via design systems, tone of voice, brand identity.
- Cross-platform: web, mobile, Smart TV.
- Tools: Figma, ChatGPT, GitHub Copilot, Midjourney, PS/AE ad hoc.

Softs:

Organized, empathetic, flexible, autonomous, and collaborative. Communicate well in cross-functional teams.

Pet projects:

Launch personal projects for fun: Plugin [Commentor](#) and [Grider](#) for Figma.

Languages:

English B2 Upper-Intermediate, Russian Native.