

Nick Skorobogatko

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Senior/Staff Product Designer
Currently in Belgrade, Serbia
Ready to relocate

I have 13 years of experience: 3 years in studios, 5 years in startups, and 5 years in large companies. I have worked in B2B and B2C companies of different sizes. I have expertise in the web, mobile, and SmartTV. I am interested in a multidisciplinary approach and applying my skills in various areas: growth, core product, design systems, branding, and marketing.

Work experience

Yandex

Jul 2023 – Present
10 months

Senior Product Designer

I work as a sole multidisciplinary designer in international projects and develop a small [B2B startup](#) specializing in media monitoring.

- Participate in the development of product strategy;
 - Encompass both product-related tasks and the development of the product's brand and communication;
 - Improving communication of the value to the user;
 - Introduce qualitative research as part of 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 60+ mln MAU. I led a design team of 3 product designers through all stages of project work from research to launch and A/B testing.

- 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 them now is a team lead;
- Led works for Design System. Wrote design documentation from scratch.

Senior Product Designer

May 2020 – Jul 2023 · 3 yr 3 mos

Some of my projects:

- Launched [The Flow](#) — a vertical video section in the application. Due to this,

- we increased the retention of the application and the duration of watching;
- Redesigned [Movie Page](#) for Mobile Apps, Web, and Smart TV. **+8.7%** Conversion to trial on Mobile, **+2.3%** Purchasing of a subscription on Smart TV;
 - Updated [the Homepage and the Main Gallery](#) of the service on the Apps, Web, and Smart TV **+52%** CTR of the Main Gallery on Apps;
 - Developed a flow for creating a Children's profile and added the Pin-code function. The number of active children's profiles grew by **35%** compared to the same period last year;
 - Added horizontal posters to the product. Created a process and template based on which the agency made 4000 posters in 2 months. Users began to see such posters **+65%** more often, and the CTR of such posters increased by **3.3%**;
 - Realized a feature of explanation of the movies and series through recommendations **+7%** Purchasing of a subscription on the Web;
 - Produced an [Identity for the company](#) in 2021 and a calculator that simplifies its use. The Identity lasted more than 1.5 years.

Product Designer

Dec 2019 – May 2020 · 6 mos

In the first half-year at the company:

- Launched a brand new corporate website;
- Designed and developed an intranet for employees based on Confluence;
- Created a couple of small projects for beta testers and IVI.Talents;

Futumarket

May 2017 – Dec 2019
2 years 8 months

Product Designer

Led the design of two versions of the product: a social network and the E-commerce marketplace after the pivot. Laid the foundation for the design system. In the project, I was the only designer.

Arthive, Bikenet

Feb 2014 – Dec 2019
5 years 11 months

Product Designer

Designed two small social networks from scratch: one for artists and art connoisseurs, the other for bikers. Arthive grew from zero to 1 mln MAU.

Symbiosis.Lab

May 2012 – Dec 2013
1 year 8 months

Web Designer

Worked as a designer mostly on long-term product tasks. For a year, I led the design group in a studio with a team of 4 part-time designers.

Red Cat Team

May 2011 – Apr 2012
1 year

Web Designer

I was responsible for the design of websites for our clients and supervised the development. In addition to design, I also led projects as a project manager.

Skills

Product Design:	<p>Conduct primary research and help frame the problem or strategic product vision. Analyze competitors, create CJM when necessary, balance business needs and user experience, write texts for design, think about interface interactions, and prepare rapid prototypes.</p> <p>In my process, I rely on quantitative and qualitative research data. Value functionality and beauty. Look for consistency in design using, developing, and advocating a Design System, TOV, and Brand Identity.</p>
Softs:	<p>I'm a highly organized and empathetic person who loves design. I'm good at finding solutions and strategic thinking. Apply my skills beyond product design to help businesses or users. Understand the importance of communication and constructive feedback in a multidisciplinary team. Flexible, autonomous, and collaborative. Initiate, plan the project, and manage it with an active desire to launch. Can be a mentor or lead the team.</p>
Tools:	<p>Use Figma for work. Prototype in Figma and Protopie. Sometimes I use Cinema 4D for simple illustrations. I have knowledge of HTML + CSS and superficial knowledge of React, JS, and Python.</p>
Pet projects:	<p>Launch personal projects for fun: Plugin Commentor and Grider for Figma, Deep Focus Timer</p>
Languages:	<p>English Upper-Intermediate, Russian Native</p>