Danila Kolbasin

PRODUCT DESIGNER | BUILDER

UTC+4 | Open to remote or relocation; office roles can be discussed | Contract or full-time

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SUMMARY

I'm a product designer who builds. Most of my career has been in startups, often as the first or lead designer, where I learned to move fast and own the path from an unclear problem to a shipped product. I also worked in a large design team on banking projects, where strict standards taught me to design inside systems and rules. My product management and analytics background, plus years of design practice, shape how I decide: when there's no time to measure, I evaluate ideas with heuristics and design judgment, and keep only what holds up. Now I build what I design with AI tools and code, so ideas become working products early.

EXPERIENCE

Product Designer – Booking platform, Remote `2022 – Present`

First in-house designer. Moved design work from outsourced to in-house.

- Led the redesign of the main product, a booking platform, and contributed to a second product.
- Designed a new product, a WordPress form builder, from 0 to 1 through launch.
- Built and released the company design system: tokens, components and patterns (2025).
- Set up design workflows, documentation and handoff standards for development.
- Designed the appointment management interface.
- Uses AI-generated specs and prototypes as inputs before final design in Figma, e.g. a ratings and reviews feature covering seven surfaces, from admin settings to the customer-facing form.

Lead Designer – International crowdfunding startup (NDA), Remote `2021 – 2022`

- Led design for the platform, working directly with the CEO on scope within tight resources.
- Built the design foundations, design system and design documentation.
- Designed the full product scope (beyond MVP) to about 80% completion.
- Set the brand direction.
- Hired the second designer; before leaving, hired and onboarded a replacement designer for a clean handover.

Product Designer / Product Manager – LSC Business Solution `2019 – 2020`

- Designed Writer's Hub, a CMS for news publishing, from 0 to 1, based on research with content editors.
- Cut article posting time by 73% (before vs after).
- Took on the PM role to launch Writer's Hub and the news website redesign.
- Designed and shipped an iOS app for investor and startup groups: user roles, core features, scalability.

EARLIER EXPERIENCE

UX/UI Designer, Freelance `2018 – 2019`: mobile app interfaces for B2B services, corporate order management platforms and internal analytics tools.

UX/UI Designer, Sberbank `2017 – 2018`: user flows and interactive prototypes for call-center tools, within the bank's design system, on a team of about 100 designers.

Project Manager, Beauty services booking platform `2016 – 2017`: managed the IT team that launched a CRM web app; ran A/B tests and analytics, with full-funnel website conversion up 27%.

SEO Specialist, then Web Analyst, DocDoc `2013 – 2016`: SEO for a doctor booking and reviews platform, then web analytics: traffic, funnels and conversion to booking. Started my path into product work.

SKILLS

Product design, UX research, interaction design, design systems (tokens, components, patterns), prototyping, product management, A/B testing and analytics, design-to-development handoff

TOOLS

Figma, Lovable, Claude Code, Framer, Notion, Linear, Jira, Spline, Blender

LANGUAGES

Russian (native), English (advanced)