

Yasha Petrunin

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www.yasha.info

Product Designer

10+ years on 0→1 launches and platform-scale rebuilds across FinTech, B2B, and Consumer products. Architect by training. AI tools in daily practice.

EXPERIENCE

- Preply**
Senior Product Designer
Oct 2025 – Apr 2026
- Contract Senior PD on Preply's Growth team — Editable Trial Agenda and iOS Tutor Widget end-to-end** METRICS ON REQUEST
- Led Editable Trial Agenda end-to-end; contract-change bet from checklist to tutor-owned artifact; ~37K-tutor A/B with stat-sig lifts
 - Shipped iOS Tutor Widget; mapped tutor lifecycle into state taxonomy across two phases; refreshed iOS widget guidelines
 - Design system contributions, AI-coded prototypes (Claude + Figma), partnerships with DesignOps, UXR, Data, UX Writing
- Guesty**
Senior Product Designer
Jun 2024 – Sep 2025
- Led design across 2 product groups (Business & Financials, Cross-platform) — platform serves 250K+ properties** METRICS ON REQUEST
- Led Notifications V2 platform rebuild; Phase 1 of 5-phase roadmap, time-to-market cut ~50%
 - Co-led Mid-stay Relocation 0→1 — largest cross-team initiative in Guesty history (8 teams)
 - Owned Additional Fees and Login & Registration revamp; hired and mentored across teams
- SimilarWeb**
Senior Product Designer
Nov 2021 – Jun 2024
- Led design across Core Platform Products and 2 new 0→1 sections — Market Research and Demand Analysis**
- Drove Navigation redesign cross-team; nav time -53%, MAU 2-3x on previously buried pages
 - Redesigned Website Segments builder (~35% of platform revenue); completion 64% → 81%, time-to-create -90.6%
 - Shipped Market Research and Demand Analysis 0→1; 38% of accounts purchased the add-on within 6 months
 - Hired and mentored designers across teams; extended the design system with navigation patterns and adoption guidelines
- Sber**
Lead Product Designer
Mar 2019 – Nov 2021
- Led design across Total Funds product group, PFM tribe — directly managed 2 designers; banking platform 50M+ users, Total Funds 4M+ MAU and ~\$17B AUM at peak**
- Led Total Funds rebuild — Sber's 2nd-most-popular entry to inner market; MAU 1.4M → 4.8M; \$20M+ in invest-product cross-sell in 2021
 - Shipped Financial Cushion savings product (entered from main and Total Funds); users continued accumulating at +81% rate vs ordinary Targets (6+ months)
 - Drove Analytics & Surfaces expansion with direct report (multi-axis grouping, main-screen widget +25% CTR A/B, Athena integration); led post-launch Feature cut based on production data
- Bankex**
Senior Product Designer
Oct 2018 – Mar 2019
- Launched crypto trading & custodian service 0→1 in 3.5 months at \$70M+ funded startup; +\$10M+ raised post-launch**
- COMS**
Senior Product Designer
Feb 2018 – Oct 2018
- Reduced support load by 27% through platform redesign for Russia's top 5 enterprises**
- Built scalable UI kit (200+ components) adopted across 3 products; led corporate identity refresh
- Svyaznoy**
UX/UI Designer
Apr 2017 – Sep 2017
- Optimized internal platform (20K+ employees) — 70+ updated pages, cross-platform mobile app**
- Armex**
UX/UI + Brand Designer
May 2016 – Apr 2017
- \$450K+ studio revenue across 10+ banking projects; built Euro Standard Bank brand system**

SKILLS

Product & Business Strategy · Information Architecture · A/B Testing · Design Thinking · Qualitative & Quantitative User Research · Design Systems · Interaction Design · Claude Code · Cursor · Figma · Paper.Design

EDUCATION

Moscow Institute of Architecture
Architect (Industrial & Public Buildings)
2008 – 2014

Moscow Financial-Industrial University
Manager of Organization
2009 – 2014

AJTBD Course — Ivan Zamesin
How to Build a Product
2021