Senior Product Designer

SERGEY KORCHEVSKIY

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5+ years of experience designing and improving B2C products, from product architecture and core user journeys to launch and performance analysis. I make product decisions based on user needs, analytics, and business goals.

WORK EXPERIENCE

TapNode
Senior Product Designer — Dec 2025 - Sep 2026

- Owned onboarding and paywall funnel optimization for iOS apps: analyzed product data, identified drop-off points, developed hypotheses, and supported A/B experiments.
- Improved Core Product UX by optimizing key user journeys and product architecture for different user segments, focusing on Time to Success, Activation Rate, and Success Rate.
- Top growth experiment results: Completion Rate +62%, ARPU +26%, Install-to-Paid Conversion +38%.
- Led redesigns of three B2C products: updated a shared design system, iteratively reworked product architecture and key UX flows, and expanded functionality.

SDA Apps
Product Designer → Design Team Lead — Nov 2023 - Oct 2025

- Designed and improved subscription-based iOS apps; later promoted to lead the design function and manage a team of five designers.
- Established team design processes covering task allocation, design reviews, quality standards, and design system maintenance; mentored designers through regular feedback.
- Introduced a Figma plugin workflow for App Store screenshot localization across 32 languages, cutting localization time by 4× and improving translation quality and cultural relevance.
- Implemented a new user review collection flow that increased the number of App Store reviews.

Nexo Studio
UX/UI Designer — Apr 2022 - Nov 2023

- Designed and launched 25+ products, from utility apps (VPN, cleaners, TV remotes, converters) to more complex fintech, crypto, and cross-platform products.
- Reduced the end-to-end design cycle for standard utility apps to approximately five days.
- Created ASO graphics and static ad creatives for Facebook and Google Ads.

Freelance
Web Designer — Aug 2021 - Apr 2022

- Designed websites for clients and small businesses, from site architecture and prototypes to final UI.
- Built and launched landing pages and business websites in Tilda, adapting layouts for different devices and setting up basic interactions.

EXPERTISE

- Mobile B2C / iOS • AI Native Design
- Web/SaaS B2C • Design Systems
- Leadership & Mentoring • CRO • ASO
- 0 → 1 Product Design • Subscription Apps

SKILLS

- UX-Research • Market Research
- Product Analytics • Usability Testing
- A/B Testing • Prototyping • Visual Design
- Accessibility • Motion Design • Figma
- Codex • Claude • PostHog • GitHub
- AI-Assisted Development