

SLAVA SENATOROV
PRODUCT DESIGNER

Product Designer focused on complex systems, onboarding clarity, and decision-heavy product flows

I work on products where users need to understand, evaluate, and trust complex functionality before taking action. Most of my work involves reducing cognitive load, improving activation, and making high-friction interfaces easier to navigate and adopt

Experienced across fintech, crypto, SaaS, creator economy, and B2B products. Comfortable working with product strategy, research, metrics, design systems, and cross-functional collaboration

Contact information

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Experience

Antitreningi – Product Designer | 2023 – Present

Large SaaS platform for online schools and educational businesses

Responsibilities:

Designed and launched a payment module for the platform

Built and scaled a design system and component library

Redesigned large parts of the interface for consistency and scalability

Worked closely with developers and stakeholders on product improvements

Participated in improving internal product processes and UX consistency

Key Achievements:

Migrated 30% of clients to the new payment system, generating additional revenue through transaction commissions

Built a component library adopted across the product

Reduced development time for new screens by up to 2x through design system standardization

Defihelper – UX/UI Designer | 2021 – 2023

Crypto portfolio tracking and investment automation platform

Responsibilities:

Designed portfolio management and investment automation interfaces

Worked on onboarding, landing structure, and high-complexity financial flows

Conducted user interviews and analyzed heatmap data

Created interactive prototypes and tested onboarding hypotheses

Improved clarity and accessibility of decision-heavy interfaces

Key Achievements:

Increased conversion to app launch by 19% after restructuring the landing page based on heatmap insights
Increased returning users by 24% after redesigning onboarding for a weakly adopted feature
Improved clarity and accessibility of complex investment flows

Shar App – Product Designer | 2020 – 2021

Platform for barter advertising between local businesses and bloggers

Responsibilities:

Conducted user interviews and collected product feedback
Improved dashboard UX for entrepreneurs
Prepared product requirements and promotional materials
Worked iteratively with developers on product improvements
Helped improve service logic based on real user pain points

Key Achievements:

Conducted interviews with 50 bloggers and business owners to identify key usability issues
Increased paid subscriptions by 17% after redesigning product flows and service logic
Reduced support requests by 34% after redesigning request status visibility

Cluster One – UX/UI Designer | 2019 – 2020

Crypto wallet and marketplace ecosystem for Solana

Responsibilities:

Worked on the launch of a crypto wallet with integrated marketplace
Designed service architecture and user flows
Collaborated with a senior designer on large-scale interface structure
Participated in building and maintaining design processes

Key Achievements:

Helped structure a product ecosystem consisting of 300+ screens
Contributed to product architecture and system usability
Product successfully entered closed beta testing and attracted investments

Education

National Research University “MPEI” | 2012 – 2016

Bachelor’s Degree – Marketing
Faculty of Management and Organization

Smolensk State University (SmolGU) | 2017 – 2020

Master’s Degree – Economics of the Firm
Faculty of Economics

Skills

Complex product flows
Product thinking

Product strategy
Onboarding & activation
User research & CustDev
Information architecture
Interaction design
Design systems
UX writing
Interactive prototyping
Metrics-driven design
A/B testing
Usability testing
Cross-functional collaboration
Stakeholder communication
Figma
Codex
HTML / CSS understanding
AI-assisted workflows