Vdovin Andrey

Hi, I'm a Product Designer with 5 years of experience, including extensive expertise in eCommerce, FinTech, product analytics, and design systems.

Work Experience

2024 - 2025
1 year

zigmund.online

Mental Health | Product Designer

- Designed a specialist matching questionnaire, increasing booking conversion rate by 3.5%
- Fully redesigned the payment flow, improving booking conversion rate by 1.5%
- Led a client journey redesign and aligned session types and tiers, increasing average order value
- Developed a design system and streamlined collaboration with the frontend team, reducing project delivery time
- Conducted design control, reviews, and audits of a third-party contractor's mobile application
- Performed a full product audit and led a complete rebranding under tight deadlines
- Conducted 30+ customer development in-depth interviews

2024 - 2024
1 year

Ergo Foundations

DeFi | Web 3.0 | Product Designer

- Led and executed a website redesign, increasing conversion rate (CR) to the target landing page by 2%
- Created branding assets for marketing, social media (SMM), and email communications

2021 - 2024
3 years

Dr.Head

eCommerce | Audio | Product Designer

- Developed an online sound-testing widget for 1,500+ products on the website
- Led and delivered a full product page redesign, increasing purchase conversion rate by 2.5% and wishlist additions by 3%
- Completely redesigned the custom order section, improving order conversion rate by 4%
- Conducted a comprehensive platform audit and built a design system from scratch, increasing development speed by 15%
- Implemented a data-driven product development approach using Google Analytics and Yandex Metrica
- Conducted customer development interviews
- Established cross-functional design processes as the first Product Designer in a 200+ employee company, aligning stakeholders, management, and engineering

2020 - 2021
1 year

Contract Work

Various Projects | Product Designer

- Contributed to 15+ web, iOS, and Android projects across eCommerce, EdTech, and Lifestyle domains
- Developed branding and marketing materials for companies in the eCommerce and AI sectors

Education & Certifications

2020 - 2021
1 year

GoPractice

- " Simulator for Learning Data-Driven Product Management and Growth" Course

2020 - 2021
1 year

Contented

- "UX Designer" Course

Contacts

Portfolio

https://andreythekami.notion.site/Andrey-Vdovin-3...

E-mail

andreythekami@gmail.com

Telegram

https://t.me/sadandrey

LinkedIn

https://www.linkedin.com/in/sadandrey/

Location

Belgrade, Serbia

Languages

English

Advanced

Russian

Native

Skills

- Figma
- Adobe Creative Suite
- Design Systems
- Google Analytics
- Research
- Responsibility
- Proactivity
- Communicativity
- Attention to detail