

Ivan Beloborodov

Product Designer

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[LinkedIn](#)

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Brooklyn, New York

With over 10 years of experience, I design products for startups and global companies, ranging from simple tools to complex platforms. I've led projects in FinTech, Travel Tech, Marketplaces, and more, across both B2C and B2B environments. I've worked as both a lead designer, guiding teams and owning design strategy end-to-end, and as part of multi-designer teams, collaborating closely to deliver polished, user-centered products.

With a background in Psychology, I bring a human-centered approach to creating intuitive and impactful user experiences.

Experience

Founding Product Designer at Stealth Startup

April 2025 – July 2025

- Led product design for an early-stage SaaS AI-powered document assistant.
- Collaborated directly with founders to define product vision and user experience strategy.

Founding Product Designer at [Beliv.net](#)

May 2023 – April 2025

- As a contract worker, I designed and delivered 5 digital products for startups and established companies.
- Helped early-stage teams define product vision, conduct user research, and turn raw ideas into fully functional apps.

Lead Product Designer at [Ventra Go!](#)

September 2020 – May 2023

VentraGo! is a B2C marketplace that connects companies with skilled workers for temporary or permanent jobs. Behind it is a B2B platform that helps large companies manage and scale their hiring campaigns efficiently.

- As a Lead Designer, I designed the iOS and Android apps, as well as the web admin interface, and built a component-based design system from scratch.

Skills

Product Design, Product Strategy, UX Design, Interface Design, Interaction Design, Visual Design, User Research, Design Thinking, Data analysis, Sketching, Wireframing, A/B Testing, Usability Testing, Design system, HTML & CSS, Video Production & Editing, UX Writing

Tools

Figma, Framer, Claude Code, Adobe After Effects, Adobe Premiere Pro, Lottie

Education

Bachelor's degree in History
Udmurt State University, Russia
2000 – 2006

- Improved the registration completion from 10% to 80%
- Redesigned Home Screen that led to 30% Growth in Returning Users
- Designed B2B Enterprise SaaS platform for staffing operations, enabling large companies to manage and scale hiring campaigns efficiently
- Redefined visual communication with app users, and the number of requests to customer support decreased by 40%.
- Collaborated with PMs and engineers to quickly iterate on growth experiments, adjusting flows based on data and user feedback.
- Wrote documentation for the dev team that covered most of the app use cases.

Lead Product Designer at [Evotor](#)

September 2018 – December 2019

A point-of-sale system designed for merchants with both physical and online stores.

- Worked with a physical device with different limitations, such as size, weight, performance, speakers, etc.
- Redesigning the main flow we reduced the time for a sale from 18 to 10 seconds.
- Reviewing all error states we reduced the number of requests to customer support by 12%.

Senior Product Designer at [OneTwoTrip](#)

October 2017 – September 2018

An online travel agency for booking flights, hotels, car rentals, cruises, and vacation packages.

- Led the design to a new product line launch.
- Helped to launch two additional business lines.
- Worked with analytics tools and ran A/B tests to optimize conversion rates, increasing revenue from one channel from 1.8% to 2.4%.
- Redesigned iOS app.

Senior Product Designer at [Revolut](#)

June 2017 – September 2017

A multinational neobank and fintech company with 60+ million personal customers (globally), providing a range of banking services.

- Contributed to the redesign of iOS and Android apps, resulting in a more modern UI and improved user flow, which led to higher engagement and usability.

Design Mentor

2020 – Present

Providing personalized guidance and feedback to help mentees grow their design skills, navigate careers, and reach their goals

- Maintained the Design System to speed up design workflows and ensure visual consistency across platforms.

Senior Product Designer at [Avito](#)

August 2014 – May 2017

The leading marketplace in Eastern Europe for buying and selling goods, real estate, cars, and more, Avito has over 72 million users as of 2025.

- Led the design and development of an application from the ground up, transforming fundamental business requirements into a fully functional platform for finding service orders.
- Led the learning process, which teaches QA Engineers how to make design reviews.
- Worked in agile teams, delivering quick design iterations and adapting flows weekly based on test results and feedback.