

Veniamin Vekk

Senior Product Designer

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SUMMARY

Product designer with 6+ years of experience designing and shipping complex, high-traffic consumer and fintech products (up to 50M+ users). Currently leading a team of 4 designers at Yandex, owning design direction end-to-end — from research and wireframes to interactive prototypes and design systems. Comfortable turning ambiguous, technically complex workflows into clear, usable interfaces, and collaborating closely with product managers, engineers, and researchers to ship at pace.

EXPERIENCE

Lead Product Designer — Yandex

Dec 2024 – Present

- Lead a team of 4 product designers in the Acquisition & Activation stream for Yandex Plus (50M+ users), owning design direction, quality bar, and process.
- Design subscription acquisition end-to-end — from paywalls to checkout — across multiple Yandex services, working closely with product and engineering.
- Mentor designers and run critique to raise the team's design craft and independence.

Senior Product Designer — Yandex (Yango Play App)

Nov 2023 – Dec 2024

- Designed paywalls and checkout flows for Yango Play across 7 MENA countries, including a payment-methods widget and multiple paywall variants to improve purchase conversion.
- Ran user interviews and iterated designs against research and behavioral data to lift conversion.

Senior Product Designer — T-Bank (Tinkoff)

Aug 2022 – Nov 2023

- Designed a travel and hotel booking app's UX/UI from scratch for a bank serving 50M+ clients, including hotel search, hotel/room cards, and the flight-ticket purchase flow.
- Owned the full cycle — research, prototyping, MVP scoping, and business-requirement alignment — with continuous, iterative collaboration with the development team.
- Tools: Figma, FigJam, Jira, Miro, Slack.

Senior Product Designer — Pinkman Design

Dec 2021 – Aug 2022

- Helped establish design processes for a new product incubated inside the company's R&D department, owning the application's core design and leading design decisions.

Senior Product Designer — X5 Group

Dec 2020 – Jul 2021

- Redesigned the personal account and built a loyalty program for the Pyaterochka app, one of the largest retail apps in Russia (4.46B yearly visits), to improve retention.
- Contributed to the design of an alternative app marketplace used by 7M+ monthly active users.

Middle Product Designer — ONY

Apr 2019 – Jul 2021

- Designed the Kia website, focused on improving the overall user experience.

Middle UX/UI Designer — M18

Jun 2018 – Aug 2019

- Designed landing pages and web experiences across multiple client projects.

Designer — Freelance

Apr 2015 – May 2018

- Delivered web design projects for a range of independent clients.

SKILLS

Product Design, UI/UX Design, Interaction Design, Wireframing & Prototyping, Design Systems, User Research & Interviewing, Design Leadership & Mentoring, Cross-functional Collaboration (Product, Engineering, Research)

Acquisition metrics & revenue-potential modeling (funnel/conversion analysis, monetization impact estimation)

Vibe-coding / AI-assisted prototyping with Codex and Claude Code

Tools: Figma, FigJam, Miro, Jira, Slack

LANGUAGES

Russian — Native • English — Professional working proficiency