

Vladimir Zaitsev

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Product Designer with 5+ years of experience in B2B and B2C platforms, including ticketing and event-tech products, building scalable solutions and internal systems from MVP to production. Specializing in growth: conversion optimization, funnel design, experimentation, and activation flows. Led cross-functional teams and product initiatives that drove 7× business growth. Track record of shipping data-driven design solutions that directly impact revenue and retention, with hands-on experience scaling platforms to 300K+ MAU across multiple markets

Experience

Product Designer · *IVK GROUP* · *multi-region ticketing platform*
2022 – Present

- Scaled platform to **300K+ MAU** by improving activation and purchase flows, reducing drop-offs across key user journeys
- Designed and validated payment funnels via A/B experiments and behavioral analytics (Google Analytics, Yandex.Metrica), contributing to **€30K+ annual revenue** from new digital services (TicketBoost, Melodia)
- Automated ticket refund flow from 2-day manual process to self-service, cutting operational load by **~70%**
- Led cross-functional team (product, design, engineering) across multiple initiatives from concept to launch, including iOS mobile app currently in development
- Reduced operational costs through automation and process optimization (**~20-30%**)

Product Designer · *Ivanovo Koncert* · *online ticketing platform for live events*
2019 – 2022

- Redesigned key user journeys (discovery, seat selection, checkout) using funnel analysis — increased conversion by **~18-25%** and reduced critical drop-offs
- Optimized payment flows, resulting in **~27% increase** in annual revenue
- Designed ticket recovery flow (resend), reducing support requests by **~40%**
- Scaled platform from 2 to 5 cities; contributed to integrations with Yandex and MTS, growing events per city by **~15%**

UX/UI Designer · *Vladimir Koncert* · *online ticketing platform for live events*
2017 – 2019

- Worked on user-facing interfaces including ticket browsing and purchase flows
- Improved admin panel UX and event management processes; identified and surfaced usability issues
- Collaborated closely with engineering on feature implementation
- Supported early-stage product development, combining operational and design responsibilities

Education

University of Europe for Applied Sciences
Master of Arts - MA, Visual & Experience Design

Berlin, Germany
2025 – Present

ITMO University
Master's Degree, Product Design

Saint-Petersburg, Russia
2022 – 2024

Ivanovo State University
Bachelor's Degree, Banking

Ivanovo, Russia
2012 – 2016

Skills

Research & validation: user interviews, UX workshops, usability testing, data analysis, A/B testing

Growth & experimentation: funnel optimization, conversion rate optimization, activation and retention flows

End-to-end product design: discovery, UX, prototyping, UI, design systems

Analytics: google Analytics, yandex.Metrica, product metrics, behavioral data analysis

Cross-platform: responsive web, internal tools, B2B dashboards, mobile apps

Tools: Figma, Framer, Claude Code, Cursor, ChatGPT, Miro, Notion, Adobe, HTML/CSS, CMS

Soft skills: Communication, Analytical thinking, Empathy, Leadership

Languages: English (B2+), German (learning), Russian (native)