

Arkady Kuznetsov, Product Designer (B2B, JobTech, Web Products)

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SUMMARY

Product designer with 2+ years of experience across B2B, JobTech, and web products. I design product scenarios end-to-end, from research and CJM to design systems, responsive interfaces, and developer handoff. As the sole designer at an early-stage startup, I architected the entire MVP: a landing page, user dashboard, 6 core modules, and the logic connecting them. My 4-year background in B2B sales helps me advocate for design decisions with stakeholders and deeply understand client needs.

SKILLS

Product Design: Product Architecture, User Flow, CJM, UX Scenarios, User Research, MVP, Analytics.

UX/UI Design: Figma, Wireframing, Prototyping, Adaptive Layouts, Responsive Design, Design Systems, UI Kit, Component Documentation, Interface States, UX Copywriting, Developer Handoff.

AI-Assisted Design: Midjourney, Recraft, Perplexity, Figma Make, Claude, ChatGPT, Gemini, Codex.

EXPERIENCE

Product Designer Nov 2025 - Jun 2026

VAITI - JobTech / HRTech platform for building IT careers

- Designed the MVP of a JobTech platform from scratch as the sole designer: built the landing page, user dashboard, and an architecture of 6 core modules (from a job aggregator to a resume generator), unifying them into a single career journey.
- Identified and eliminated dead-end paths in the job application funnel. Proposed and implemented a dedicated job listing page, hypothesized to increase application conversion.
- Designed an alternative swipe mode for browsing job listings, increasing the number of listings viewed per session and speeding up initial screening.
- Built a design system and UI Kit from scratch with 50+ documented components and states, which sped up design handoff to development and ensured interface consistency across the MVP.

UX/UI Designer Apr 2024 - Nov 2025

Retoo

- Reorganized Figma files across 3+ projects by introducing a component-based approach, which simplified the handoff process and doubled the speed of design delivery to development.
- Audited and redesigned 30+ pages for an e-commerce client, unifying styles and components, which simplified ongoing site maintenance and reduced effort on future edits.
- Designed responsive layouts in close collaboration with a frontend developer, allowing technical constraints to be factored in early and reducing iteration cycles during development.

LANGUAGES

Russian - Native

English - B1

EDUCATION

Interface Designer
Yandex Practicum

2024 - 2025