

Eugene Galtsov — Product Designer

Saint-Petersburg, Russia

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SUMMARY

Experienced Product Designer with 8+ years of experience in product design and design strategy, delivering solutions to achieve ambitious business goals. Skilled in designing complex products and conducting research, including extensive design systems, prototypes, and user flows. Experienced in applying modern AI technologies to improve design and development workflows, from AI-assisted component creation to rapid prototyping and experimentation. Proven ability to manage design teams and mentor team members while effectively communicating insights to stakeholders. Proficient in a range of design, research, and AI tools.

EXPERIENCE

Carbox — Product Designer

November 2024 – June 2026

RosShtrafy and RosNalogi

Moscow, Russia

- Designed the flow and UI for upselling services alongside fine and tax payments in the app.
- Launched key features for the company: toll roads, additional services, and extended functionality through a subscription model.
- Conducted usability testing, A/B experiments, hypothesis testing, and made decisions based on the results
- Built the foundation for a UI Kit and transformed it into a scalable design system, leveraging AI to accelerate and streamline component creation.
- Supported existing features and updated them according to business requirements

Halsa — Product Designer

November 2023 – November 2024

Vitamins and cosmetics service

Saint-Petersburg, Russia

- Designed a mobile application from scratch — from the MVP to features for future releases and the roadmap.
- Launched core features, including a personal account for retention, an ERP system for business operations, and a mobile application for customer communication. These features helped increase retention and streamline production.
- Conducted hallway testing and usability testing, making decisions based on experiment results and improving features and flows.
- Developed a design system to ensure consistent development of new features and adapted it for web and mobile products.
- Built communication processes between Product team and Development team — including a design review process and a design system of reusable and flexible components.

Self-employed

August 2022 – April 2023

Own projects

Worldwide

- Experimented with launching startups with ex-colleagues; studied frontend, AI; participated in hackathons.
- Built an NFT TikTok mobile app for the Solana Grizzlython Hackathon and won 2nd place across 800 different projects in Web3 Consumer Track, presented by Brave

Tiggy — Lead Product Designer

Jul 2021 – Jul 2022

Canadian quick-commerce startup, acquired by Buggy

Vancouver, Canada

- Designed four products from scratch: Client App, Courier App, Picker App, and Store Management Dashboard.
- Cross-functional design team (marketing department) management. Art direction for visuals, structuring promo offers to achieve business goals and improve metrics. Design review, mentoring.
- Launched core features such as tipping, product upselling on the main screen, carts, and grocery cards, which improved key metrics and helped achieve business goals.
- A/B experiments, hallway testing, usability testing, making decisions based on the results of experiments and improving features and flows.
- Developed a design system to enable consistent development of new features and adapted the design system for four other products.
- Built processes of communication between Product team and Development team — including a design review process, documentation and anatomy of every component, and a scalable design system of reusable and flexible components.
- Created a large backlog of new features, weekly meetings with product team and development team to discuss new ideas and hypotheses.
- Helped the development team address UX/UI changes and maintained the component library.

Studio T — Senior UX/UI Designer

August 2020 – November 2021

Full-Cycle Digital Agency

Tomsk, Russia

- Introduced new processes within the Design Team, including data-driven design, research-first approaches, and scalable design systems with guidelines for creating and maintaining them.
- Cross-functional design team (UX/UI department) management. Art direction, structuring the workflow to achieve project goals. Design review, mentoring, hiring.
- Led the agency's most important projects, supporting customers in making decisions based on data and design strategy recommendations.
- Management, improvement and optimization of initial processes through design workflows.
- Built transparent communication processes between 3 departments, enabling even junior product managers or engineers to easily understand the key metrics and project concepts.
- A/B experiments, hallway testing, usability testing, research and making decisions based on the results of experiments.

Self-employed - UX/UI Designer

March 2017 – Jul 2020

Self-employed

Technical Skills

Design Tools: Figma, Photoshop, Illustrator, Miro, FigJam

AI and Automation: AI-assisted design, rapid prototyping, component generation, workflow automation, LLM-based tools

Technologies: React, React Native, HTML/CSS, JavaScript