

# Vladimir Serjanin

Senior Product Designer · Design Lead · UX Strategist

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Product designer with 8+ years across B2B SaaS and fintech. Experienced in multi-platform, multi-persona products where the complexity lives in the flows, not just the UI. Used to owning research, design systems, and strategy end-to-end. Works closely with product and engineering. Mentors designers. Actively using AI tooling in day-to-day work.

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## EXPERIENCE

**Senior Product Designer** · Machobear Studio / Liv.rent Vancouver | Feb 2025 - Present  
*B2B + B2C SaaS rental platform. Web, native iOS/Android, and backend admin. Multiple landlord and renter personas.*

- 34% more inquiry rates and 19% better retention from a browsing UX overhaul backed by research and A/B testing.
- Led rental application redesign. Cut abandonment by 31%, faster tenant-landlord conversion.
- Designing multi-tier pricing across 3 landlord segments: solo landlords, realtors, and enterprise. Focus on value clarity and upgrade conversion.
- Sole owner of UX research, design system, and behavioral analytics. Introduced AI tools for prototyping, content creation, and research automation.

**Senior Product Designer** · Pecan AI Tel Aviv | Feb 2023 - Apr 2024  
*B2B predictive analytics SaaS. Complex platform: SQL editor, data integrations, ML models. Led managed-to-self-serve transition.*

- Built new self-serve onboarding from scratch as the platform shifted away from managed accounts. Helped professional users understand value, get to first insight fast, and return. 47.7% jump in session frequency.
- 27% activation improvement through full-journey optimization using Mixpanel and mental model research.
- Worked with marketing on in-product education. 28% increase in meaningful user actions.
- Cut billing delivery time by 22% by unifying design workflows and handoff standards.

**Senior Product Designer** · Celsius Network Tel Aviv | Jul 2021 - Feb 2023  
*Web3 lending platform. Feature owner across 5 surfaces: retail mobile, retail web, enterprise web, B2B tools, credit card app.*

- 66% more loan volume and 29% better conversion from an end-to-end redesign of lending flows across all platforms.
- 51% reduction in user action time through cross-platform feature consistency, research, and design system work.
- Rebuilt design system from scratch: atomic structure, Storybook, WCAG audit. Cut dev overhead by 32% for 2M+ users. Components built to flex across per-country legal and regulatory requirements.

**UX/UI Design Lead** · Firma Tel Aviv | Jun 2018 - Jul 2021  
*Design consulting. 50+ SaaS projects across industries. UX designer for 2 years, then team lead.*

- Led a 5-person team: creative direction, client presentations, stakeholder advocacy. NPS up 26%, satisfaction up 23%.
- Ran research, strategy, and design workshops for clients and internal teams. Client retention up 17%.
- Mentored designers on UX thinking, systematic problem framing, and advocating for design decisions.

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## SKILLS & TOOLS

<i>Design</i>	Product design, UX research, interaction design, information architecture, design systems, prototyping, usability testing, accessibility (WCAG 2.1)
<i>Strategy</i>	Product-led growth, monetization UX, A/B testing, behavioral analytics, AI-driven UX, roadmapping, stakeholder management
<i>Leadership</i>	Cross-functional collaboration, design mentorship, workshops, creative direction, handoff standards
<i>Languages</i>	English (fluent) · Russian (native) · Hebrew (native)

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## EDUCATION

2020	<b>UXV Certification</b> · John Bryce
2020	<b>Accessibility Design</b> · Memorisely
2014	<b>BDes Visual Communications</b> · Holon Institute of Technology