

Vladimir Serjanin

Senior Product Designer · Growth & Activation · Onboarding · Product-Led Growth

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Product designer with 10+ years focused on getting users to value faster. Onboarding, activation, habit formation, and the flows where most products lose people. I think in systems, run research, and use behavioral data to find real friction. AI tools are part of my daily workflow. I think seriously about where they belong in the product, not just behind it.

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.

- Grew inquiry rates by 34% and retention by 19% by leading a full experience based in UX research and analytics.
- Reduced application abandonment by 31% by redesigning the rental flow, reducing friction at the drop-off points.
- Designed multi-tier upgrade flows across 3 landlord segments to improve upgrade conversion through clear value framing at each tier.
- Introduced AI tools for prototyping, research synthesis, and content automation as sole design owner across web and native mobile.

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.

- Increased session frequency by 47.7% by designing a self-serve onboarding experience from scratch as the product shifted away from managed accounts.
- Increased meaningful user actions by 28% by partnering with product and marketing to design in-product education grounded in real user behavior and mental models.
- Reduced billing feature delivery time by 22% by unifying design workflows, documentation, and handoff standards across a distributed cross-functional team.

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.

- Boosted loan volume by 66% and conversion by 29% by redesigning lending flows end-to-end across mobile and web to reduce friction at every decision point.
- Decreased user action time by 51% by improving cross-platform feature consistency through research and design system discipline.
- Accelerated dev delivery by 32% by rebuilding the design system from scratch with atomic structure, Storybook integration, and a full WCAG audit.

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.

- Raised client NPS by 26% and satisfaction by 23% by leading UX direction and creative execution across a 5-person team on 50+ projects.
- Increased client retention by 17% by building research pipelines and feedback loops that fed directly into shipped decisions.

SKILLS & TOOLS

<i>Growth</i>	Onboarding, activation, habit formation, upgrade flows, lifecycle design, A/B testing, behavioral analytics, product-led growth, monetization UX
<i>Design</i>	Product design, interaction design, visual design, information architecture, design systems, prototyping, usability testing, WCAG accessibility
<i>Strategy</i>	Product-led growth, monetization UX, A/B testing, behavioral analytics, AI-driven UX, roadmapping, stakeholder management
<i>AI Tools</i>	Generative prototyping, v0, Midjourney, research synthesis, content automation
<i>Languages</i>	English (fluent) · Russian (native) · Hebrew (native)