

Vladimir Serjanin

Designer / Mentor / Consultant

Accomplished Staff Product Designer with over 8 years of experience leading cross-functional teams to deliver scalable, user-centered solutions for SaaS and enterprise platforms. Expert in building robust design systems, driving research-led product strategy, and integrating AI-driven features to improve user satisfaction and business outcomes. Recognized for mentoring design teams, championing accessibility, and aligning design vision with organizational goals to deliver measurable impact.

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Work Experience

Machobear Studio / Senior UX/UI Designer

FEB 2025 - PRESENT, VANCOUVER

Machobear is a digital agency behind Liv.rent, a SaaS platform for streamlined rental housing.

- Drove the creation and rollout of a scalable design system for a SaaS rental platform, improving design consistency by 50% and reducing feature delivery time by 30%.
- Led cross-functional user research and ideation workshops, identifying pain points and increasing user satisfaction scores by 25%.
- Collaborated with engineering and product teams to implement accessibility standards (WCAG), resulting in a 20% increase in engagement from users with disabilities.

Pecan AI / Senior Product Designer

FEB 2023 - APR 2024, RAMAT GAN

Pecan AI is a SaaS predictive analytics, B2B Web platform tailored to Data Analysts.

- Redesigned onboarding and workflow for a predictive analytics platform, reducing user drop-off by 40% and accelerating time-to-value for new users.
- Integrated AI-powered features into core product flows, streamlining complex analytics tasks and boosting user retention by 18%.
- Established and documented design standards, enabling faster cross-team alignment and a 21% increase in product-qualified leads.

Celsius / Senior Product Designer

JUL 2021 - FEB 2023, TEL AVIV

Celsius is a Blockchain-based, Web3 banking platform that focuses on consumer lending, crypto, and personal financial services.

- Unified fragmented design systems across web and mobile, decreasing development overhead by 32% and ensuring a cohesive user experience.
- Led the end-to-end redesign of a multi-platform loan origination flow, achieving a 66% increase in loan volumes and higher conversion rates.
- Partnered with legal and engineering to adapt UX for global compliance, reducing user friction and support queries by 27%.

Firma / UX/UI Team Lead

JUN 2018 - JUL 2021, TEL AVIV

Firma is a design consulting BX company that is helping businesses growth through design.

- Optimized design team workflows and sprint planning, improving project delivery speed by 21% and increasing overall team efficiency.
- Managed client engagements and led stakeholder workshops, resulting in higher client satisfaction and a 30% increase in repeat business.
- Mentored and coached junior designers, elevating team skill levels and improving design quality across projects.

Skills

Empathy / Analytics / Prototyping / Wireframing / Holistic System Thinking / User Research / UX Design / UI Design / Interaction Design / Usability Testing / Information Architecture / Design Thinking / Prompt Engineering / Accessibility Design / Spatial Design / Visual Design / Marketing Design / Product Roadmap / Time Management

Tools

Figma / Figjam / Sketch / Axure / Zeplin / Miro / Post Hog / Log Rocket / Mixpanel / Invision / Webflow / Google Analytics / Coda / Canva / Adobe Creative Suit / Chat GPT / Midjourney / Meta Spark Studio / Framer

Languages

Hebrew / English / Russian

Education

Memorisely / Accessibility design

MAY 2020, TEL AVIV

Accessibility design bootcamp.

John Bryce / UXV Certification Program

FEB 2020, TEL AVIV

Signature UX bootcamp by Tal Florentin.

The Open University / SEO SMM

JUN 2018, TEL AVIV

Content optimization course by using Google Analytics.

Holon Institute of Technology / BDes

SEP 2014, HOLON

Visual Communications, majoring in UX/UI.

Studio 6B / Graphics Design

NOV 2013, HAIFA

Wide range graphic design course.