

Zhukov Roman

Senior Product Designer

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Professional Summary

Senior Product Designer, 11 years in mobile, focused on fintech, crypto wallets, and subscription growth. I designed Nicegram's non-custodial multi-chain Web3 wallet and its Lily AI assistant end-to-end, and shaped the app to 55M downloads. I drove eSIM Plus to 5M, with install-to-purchase +33% and subscription share 4x. I run the full loop: discovery, flows, design systems, then A/B-test against activation and retention. I work AI-native, via design-to-code in Cursor, Claude Code, and Figma MCP. Comfortable as the sole designer or leading a small team.

Core Competencies

- **Fintech, Payments & Wallet Design:** Crypto Wallets, Payments, Subscriptions, Onboarding, Trust & Compliance Flows
- **B2B SaaS & Growth Design:** Self-Serve Onboarding, Activation, Time-to-Value, Paywalls, Retention
- **Design Systems:** Components, Design Tokens, Auto-Layout, Documentation, Component Libraries
- **Product Discovery & Strategy:** JTBD, Customer Journey Mapping, Competitive Teardowns, Product Hypotheses, Success Metrics, Feature Prioritization
- **Data-Informed Design:** A/B Testing, Funnel & Conversion, Activation & Retention, Tracking Plans, Mixpanel, Amplitude
- **AI-Native Design:** AI Features & Conversational UX, Design-to-Code (Cursor, Claude Code, Next.js, Figma MCP), Prompt-to-Prototype, AI-Assisted Workflows
- **UX/UI & Interaction Design:** Mobile-First (iOS, Android), Responsive Web, Prototyping, Microinteractions
- **User Research & Evaluation:** Heuristic Evaluation (Nielsen/Krug), Usability Testing, Research Synthesis
- **ASO & Store Conversion:** App Store, Google Play, Store Asset Optimization
- **Cross-Functional Collaboration, Accessibility**

Project – AI-Native building

- romanjukov.com: designed, built, and shipped my portfolio site solo, end-to-end: research, design, copy, code (Next.js), deployment, using an AI-agent workflow.
- **Trading PnL calendar (iOS, in progress):** building a personal trading journal solo with AI.

Professional Experience

Senior Product Designer • Appvilis (formerly Mobyrx) • Jan 2023 – Jun 2026

Europe • remote

- Designed for eSIM Plus and Nicegram. Set the direction, held the quality bar, mentored a couple of designers
- Drove discovery for new features: JTBD, competitive teardowns, journey maps, and product hypotheses. Validated against activation and retention metrics.
- Built a separate design system for each product, a reusable kit of components and screen patterns, so new features came together fast and stayed visually consistent.
- Designed a non-custodial multi-chain Web3 wallet from scratch, sole designer, end-to-end. Now built into Nicegram.
- Designed Nicegram through its growth to 2.5M+ MAU and 55M+ downloads. Onboarding install-to-purchase +33%, one of several funnel wins.
- Drove eSIM Plus to 5M+ downloads. Subscription share 4×, install-to-purchase +15%, refund rate -23%, one of several funnel wins.
- Pulled AI tools (ChatGPT, Cursor, Gemini, Claude Code) into the design and ASO workflow. Concepts and creatives shipped faster across both apps.

Middle Product Designer • Mobyrx • Mar 2021 – Jan 2023

- Started on Nicegram as it scaled, designing core flows: onboarding, the Lily AI assistant, and Premium.
- Built interactive prototypes and shipped polished iOS/Android flows, working closely with PM and engineers.
- Drove eSIM Plus growth through A/B-tested funnel changes across onboarding, paywalls, and monetization.
- Partnered with ASO and marketing on App Store / Google Play assets, A/B-testing creatives to improve store-page conversion.

Product Designer • Mobyrx • Mar 2019 – Mar 2021

- Designed eSIM Plus from its early days: the core flows for plan selection, payment, and eSIM activation on iOS and Android..
- Designed and launched UX/UI for a portfolio of utility, productivity, and lifestyle/AI apps, including Voicalator, Recordeom, Stickylab, Wistrology, Chapterly, Admire, VOTS, and Aivan.
- Built and A/B-tested onboarding and paywall flows with PM and analytics, shipping the winning variants to lift conversion.
- Worked in a cross-functional team with PM and engineers, turning hypotheses into shipped, measured screens.

UI/UX Designer • Zaochnik • 2018 – 2019

- Owned UX and UI for product interfaces, dashboards and internal admin tools, from user flows and wireframes through to polished, dev-ready screens.
- Designed my first iOS and Android app here, end-to-end. It became the foundation for everything mobile that followed at Mobyrx.

- Built interactive prototypes and set the visual direction, iterating closely with product and frontend teams.

UI Designer • Creaccept • 2017 – 2018

- Designed web and app interfaces from wireframes to dev-ready specs. Built reusable components and consistent styles.
- Worked directly with product and frontend engineers on handoff, states, and responsive behavior.

Web Designer • Eurotorg • 2015 – 2016

- Designed landing pages, promo visuals, and responsive web UI for seasonal campaigns.
- Shipped on deadline with content and dev teams. Learned grids, responsive layout, and brand consistency on real production work.

Designer • SAYVO • 2015

- First commercial design work: brand identity, logos, and mobile-first landing pages.
- Produced visuals for campaigns and social. Learned layout, type, and composition on real briefs.

Education

- Belarusian State University of Informatics and Radioelectronics (BSUIR),
Minsk — 2011–2015
Engineer's degree, Software Engineering & Economics
(Engineer-Programmer-Economist)

Technical Skills

- **Design & Prototyping:** Figma, FigJam
- **AI-Assisted Design & Build:** Claude Code, Cursor, ChatGPT, Midjourney, Higgsfield (image/video). AI-agent workflows from research to shipped code
- **Motion & Visual:** Rive, After Effects, Lottie, Photoshop, Illustrator
- **Analytics & Experimentation:** Mixpanel, Amplitude, GA4, A/B testing
- **Collaboration:** Jira, Confluence, Notion, Slack

Languages

- **Russian** — Native
- **English** — B1 (working proficiency)
- **Polish** — Basic