

Yuri Davitkohvyan

Senior Product Designer · Senior UI/UX Designer

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SUMMARY

Data-driven Senior Product Designer with 6+ years of experience specializing in complex Fintech, Banking, and B2B systems. Ex-Sber (Europe's largest financial institution). Proven track record of owning the full design lifecycle—from generative UX research to high-load component delivery. Skilled in aligning cross-functional teams, optimizing complex workflows, and driving measurable business impact (cost reduction, conversion growth, and #1 CSI ranking)

EXPERIENCE

Sber (Cash Operations) — Senior Product Designer

May 2024 – Jul 2026

- Spearheaded end-to-end design for core cash operations internal tools, partnering with engineering and ops to deploy features to 10,000+ branch employees nationwide.
- Overhauled high-risk cash-handling workflows, cutting annual in-branch theft losses to under \$55K/year.
- Streamlined the large cash order process, reducing internal employee complaints by 50% and accelerating order handling speed.

Sber (Debit Cards) — Senior Product Designer

2023

- Mapped and architected 15+ key user journeys for Debit Card products, ensuring cross-functional alignment across product, engineering, and marketing squads.
- Redesigned debit card onboarding flow, achieving a 50% relative lift in home-delivery conversion by transforming a dead-end scenario into an active acquisition driver.
- Rebuilt card limits and restrictions flow end-to-end, resolving 8 critical user pain points through qualitative interviews and stakeholder validation.
- Led the UI redesign for 10+ core flows during a major web banking platform migration, reducing task completion time by 35% and boosting CSAT by 18 points.

TWIGA — Product Designer

Jan 2023 – Sep 2023

- Engineered high-converting product interfaces for 8+ client-facing B2B services, driving client retention and operational efficiency.
- Authored and presented 15+ design proposals directly to C-level stakeholders, achieving an 85% project sign-off rate.

7Days (B2Box) — Product Designer

2021 – 2023

- Executed 20+ UX research initiatives, including corridor tests, in-depth interviews, and A/B experiments to validate core product hypotheses.
- Established a comprehensive design system, increasing cross-functional team efficiency and eliminating interface issues that caused peak-load crashes.

Yandex Ultima — Product Designer

2019 – 2021

- Restructured the core UI kit with 100+ reusable components, cutting design handoff time for the engineering team by 40%.
- Streamlined driver status logic across 4 core states (Pass / Interview / Retry / Block), reducing driver verification time by 30%.
- Automated the post-interview onboarding flow, reducing driver drop-off by 25% and accelerating activation speed.

SIDE PROJECTS

Stabfi — Crypto Payments Platform

- Designed E2E interface and user flows for a Coinbase Commerce-integrated crypto service, leading to 1 ecosystem grant and a successful production launch.

YourTunes — Music Distribution Startup

- Directed a complete interface redesign across 12+ core screens and conducted 15+ in-depth UX testing sessions to optimize artist distribution flows.

Seniorage — Music-to-Earn Concept

- Designed the MVP and interactive prototype from scratch, delivering 20+ core screens within a tight 3-week timeline.

SKILLS

Design & Research: End-to-end Product Design, UI/UX Design, User Flows & CJM, Prototyping, Design Systems, UX Research, Usability Testing, A/B Testing, UX Writing
Domain: Fintech & Banking, High-Load B2B / Internal Tools, Mobile (iOS/Android), Responsive Web, Crypto & Payments

Tools: Figma, FigJam, Principle, Jira, Notion, Miro

Collaboration: Stakeholder Management, Design Process Setup, Cross-Functional Leadership, Mentoring

LANGUAGES

Russian (Native) | Armenian (Native) | English (Professional Working Proficiency)