

Sergey Chudarin

Lead Product Designer · Fintech, Web3 & SaaS ♦ 15+ years in digital design across iOS, Android and web. I lead products from concept to launch, build scalable design systems, and develop AI-powered workflows that connect design and engineering.

Experience

Grothex

Lead Product Designer,
Mar 2026 — Sep 2026

Led product design for **2 fintech products** from zero to MVP in **6 months**: Billion, a self-custodial crypto wallet with multicurrency bank accounts and cards, and Krabo, a payments super-app tailored to Asian markets and local QR payment methods.

Built a shared design system for two brands, with AI agents applying component, token, and system-wide updates directly in Figma.

Authored reusable AI skills for Figma automation, user-flow creation, and engineering handoff, **cutting screen production time by ~67%** and reducing handoff preparation **from a full day to ~1 hour**.

Zerion Wallet

Senior Product Designer,
Jun 2021 — Nov 2025

Led Zerion's evolution from a portfolio tracker into a multi-chain Web3 wallet across iOS, Android, Web & Extension — **reaching 500K+ MAU and 150K+ DAU**.

Owned UX for trading flows (Trade, Send, Bridge, Connect, Sign) driving **\$100M+ in monthly trading volume and over 5M monthly transactions**.

Through research, testing, and A/B experiments, achieved measurable impact on trading performance: **+27% average trade value, +23% trading frequency, and +27% swap conversion rate**, driven by improvements in transaction flows, asset page redesign, and navigation revamp.

Launched Premium subscription and Loyalty & Referral Programs that increased user engagement and retention, **driving 5–8% MoM growth in active wallets**.

RetailCRM (Simla.com)

Head Of Design,
Dec 2019 — Jun 2021

Lead Product Designer,
Aug 2019 — Dec 2019

Senior Product Designer,
Apr 2019 — Aug 2019

Led a full UX overhaul and rebranding of SaaS platform serving over 15,000 businesses, supporting the launch of the new brand Simla.com in Latin America.

Built and led a design team, establishing rituals, performance reviews, and mentoring to drive consistent growth and quality.

Established core UX principles and built the design system, enabling 4× faster design iterations, reducing UI defects by 95%, and halving design-to-development handoff delays.

Yandex Praktikum

Design Mentor,
Aug 2020 — Jun 2021

Mentored 100+ aspiring designers in a year-long UX/UI program, providing 1:1 feedback, design reviews, and guidance on product thinking and career growth.

Freelance & Agencies

Web Designer,
Mar 2011 — Apr 2019

Designed diverse products: portals, TV set-top box players, billing and security systems, admin panels, marketplaces, and R&D tools. Helped launch MVPs for early-stage startups and optimised existing products.

Clients: Skolkovo, Six Flags, Sber, Beeline, IVI, Megog, FarPost, Storia, Komatsu, LUKOIL, VTB Capital, Panasonic, Disney, Land Rover, Volvo and more.

Portfolio

s.chudarin@gmail.com

[LinkedIn](#) · [Telegram](#)

Skills

AI & Automation

Agent-first Design & Development, Context Engineering, Custom Agent Skills, MCP Integrations, Agent Harness Configuration, Figma Automation.

Design & Research

Product Design, UX/UI, Interaction Design, Design Systems, User Research, Usability Testing, Prototyping, A/B Testing, Accessibility.

Tools

Figma, Claude Code, Codex, Cursor, Adobe, Framer, Webflow, HTML, CSS, JavaScript.

Leadership

Team Management, Mentorship, Stakeholder Alignment, Design Reviews, Design Operations.

Professional Development

Frontend Development, 2023
Customer Development, 2021
Advanced Analytics, 2021
3D Designer, 2021
iOS Development, 2020
Product Mindset, 2020
Design Thinking, 2020
Advanced UX Research, 2019

Languages

Russian (Native) | English (B2)