

Sergey Chudarin

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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.

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)