

Igor Silkin

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PROFESSIONAL SUMMARY

Head of Design with ~20 years in digital product, branding, apps, and web, focused on **0 to 1 products, design systems, and scaling design organizations** in fintech, e-commerce, and SaaS. Scaled design at Yandex.Market from **1 designer to 30+ ICs and managers**; built product, content, and brand design teams from scratch at Profee. Combines hands-on product craft with leadership: hiring, process, UX research, and cross-functional alignment with product and engineering - most recently moving design and content work onto **agentic AI-driven** workflows.

CORE COMPETENCIES

Design Leadership & Org Scaling

Design Systems

0 to 1 Product Design

Hiring & Team Building

UX Research & Rapid Testing

Brand & Rebranding

Product Metrics (NPS, CSAT)

Agentic AI Workflows

WORK EXPERIENCE

Profee Apr 2024 - Present

Head of Design

Cyprus (remote/hybrid) | Financial services

- Built a user-feedback and satisfaction monitoring system with a metrics tree (NPS, CSAT); rallied a cross-functional team around a downward NPS trend and flipped it into a consistent positive result (**163% YoY** growth)
- Hired design, product, content, and marketing leaders; built an effective product and content design team from scratch
- Led product, engineering, and marketing leaders through goal-driven culture adoption across **three product teams**; stood up product analytics, insights search, and hypothesis testing for higher engagement, pace, and transparency
- Led C-level and marketing through brand definition; built an in-house brand design team and drove rebranding across product and marketing surfaces
- Transformed design and content processes into **agentic AI-driven** workflows - up to **10x** speed on repetitive tasks, research, and idea testing; created internal tools that reduced operational costs

Yandex.Market Feb 2019 - Nov 2023

Head of Design

Belgrade, Serbia | E-commerce marketplace (\$2.2B GMV, 10M MAU, 100k sellers)

- Scaled design from **1 designer to 5 groups (30+ ICs and managers)**; raised the hiring bar and shifted culture from release-driven to **user-centered** with a standardized design process, design-thinking workshops, and **rapid UX testing**
- Led a design strategy consolidating **7 products into 1**, with **+23% partner satisfaction** and **50% faster onboarding**
- Built and evolved a **design system** contributing to **~50% faster time-to-market** and stronger cross-product consistency
- Launched a **B2B SaaS mobile app** (4x order processing speed) and redesigned the **warehouse touchscreen UI** (**11-40%** faster onboarding)
- Pitched and stood up a **logistics design** practice, leading **7 ICs**

Choise.com (Crypterium) May 2018 - Feb 2019

Head of Design

Moscow | Crypto / financial services

- Led design across **4 products** (mobile + B2B web) and built a team of **6 designers**; partnered with product, engineering, and marketing on roadmap and delivery
- Led the **wallet app redesign**, associated with **+173% MAU**

Mail.ru Group

Jan 2017 - Apr 2018

Senior Product Designer

Moscow

- Led an **AI-powered clothing assistant** iOS app (neural-network based) from concept to launch
- Drove design thinking for a **4-designer** squad; delivered new branding and a **Chromium-based browser** redesign that improved **CSAT**
- Contributed to the company rebrand; mentored designers

Mail.ru Group

Oct 2013 - Dec 2016

Product Designer

Moscow

- Shipped product changes for **Mail** and the **main portal** at scale
- Designed B2B promo pages and special projects; maintained the **design system** and email templates

101MEDIA

Oct 2010 - Oct 2013

Product Designer

St Petersburg | Product agency

- Designed the first version of the **Rain TV** channel website and a media storage product for **FC Zenit**; ongoing web product design

Pinki Media Group

Sep 2005 - Oct 2010

Web Designer

St Petersburg | Agency

- Branding, print, and web design for diverse clients

SKILLS

Leadership: Design leadership, hiring & team management, org design, design process, workshops, cross-functional collaboration

Craft: Product design, UX/UI, design systems, design thinking, research & rapid UX testing, branding, mobile & web

Domains: Fintech, e-commerce, SaaS, B2B / B2C **Languages:** English (full professional), Russian (native)