

Danil Shaikhutdinov, Lead Product Designer

Dubai, United Arab Emirates, +971 50 749 1434, danieldesign1990@gmail.com

LINKS

[Portfolio Website](#), [LinkedIn](#), [WhatsApp](#), [Email](#)

PROFILE

Lead product designer with 12 years of experience. I worked on online banking, real estate ecosystem, and booking services with multi-million audiences. I have designed web services, sites, and applications for iOS and Android. I lead design teams, hire and provide mentoring, conduct reviews, and organize the work of the design department—all to create impactful designs that benefit society and businesses.

EMPLOYMENT HISTORY

Jun 2023 — Present

Lead Product Designer, Property Finder

Dubai

I lead the design of Agent-Client interactions, including the personal account, registration, onboarding, role and permissions model, dashboard, payments, leads, and profile for both the website and the app.

Results:

- Onboarding: The average time from first login to receiving the first lead decreased from 10 to 2 days.
- Client Satisfaction: The average response time from Agent to Client decreased to 5 minutes 28 seconds. The average agent rating increased from 3.2 to 3.9.
- Listing Quality: The average Quality Score increased to 86%.
- Broker Satisfaction: The overall B2B service's Net Promoter Score (NPS) increased from 4.3 to 5.8.

Feb 2021 — Jan 2023

Lead Product Designer, M2 (Square Meter)

Moscow

I led the design of the personal account, focusing on user scenarios and the overall user experience. I developed a comprehensive design system that includes web components, pop-ups, forms, a sidebar, and various UI patterns. Additionally, I mentored other designers, reviewed their work, provided feedback, and guided the development of key services.

Results:

- Reduced the failure rate of the mortgage completion scenario by 14%.
- Decreased application completion time, reducing the total deal time from 11 days to 8 days.
- Improved conversion rates for the online transaction block, the company's most profitable service, on search pages without increasing the bounce rate. The conversion rate increased from 1.1% to 2.5%.

Aug 2018 — Feb 2021

Senior Product Designer, Alfa Bank

Moscow

I designed risk management services, public procurement, deposits, a loyalty program, and counterparty verification within an online bank for businesses. I also designed the website and mobile app. My role included conducting in-depth research and testing new services with users.

Results:

Before the launch of the Risks service, 35% of clients were blocked under the critical area of 115-FL. Twelve months post-launch, this dropped to 4%. The number of refusals to participate in auctions decreased by 9%. Additionally, the number of clients using counterparty verification within the online bank grew from 3,000 to 40,000.

Sep 2015 — Apr 2017

Middle Product Designer, Insyres

Moscow

I designed a web service for ordering passes services, booking meeting rooms, and terminals for self-registration. Prepared research plans, searched for respondents, and conducted face-to-face in-depth interviews. Mapped user experience and did interface design.

Results:

The average visitor registration time decreased from 240 to 32 seconds. The number of scenario errors dropped—I reworked the script until the visitors of the warehouse complexes received a pass and an invoice through the terminal in 95% of cases.

Aug 2012 — Jul 2015

UX/UI Designer, Freelance

Ufa

I created custom websites, applications, and presentations. Additionally, I produced illustrations and 3D graphics.

EDUCATION

Sep 2007 — Jul 2012

**Master's Degree in Automation and Computer Science, Ufa State
Petroleum Technological University**

Ufa

SKILLSKnowledgable in User Interface/
User Experience

Expert

Design Thinking

Expert

User Research

Expert

Product Design

Expert

Accessibility

Expert

Team Leadership

Expert

Prototyping

Expert

Design Management

Expert

LANGUAGES

English

Highly proficient

Please write to me on WhatsApp or email to get access to the NDA case.