# Nikita Nabugornov

Senior Product Designer · Fintech, Commerce & AI

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## PROFESSIONAL SUMMARY

Senior Product Designer working across fintech, commerce and AI, from discovery and concept development through implementation. Led design for a merchant banking platform serving 40,000+ monthly active businesses and helped ship Kazakhstan's first interbank Unified QR. Leads discovery and design direction, owns token-based design systems, and mentors designers while remaining hands-on. Founding designer and partner in a live AI commerce platform launched with one engineer. Practice includes design engineering: components, HTML/CSS, Storybook and AI-assisted prototyping, with browser verification and collaboration across product and engineering. Seeking a Senior IC role with product ownership, remote from Bangkok.

## SKILLS

Product direction & concept development · Discovery · Interaction design · Design systems · Design engineering · Cross-functional leadership

## WORK EXPERIENCE

### Home Credit Bank Kazakhstan

Jul 2024 - Present · Remote (Bangkok, UTC+7)

**Senior Product Designer**

- Led product design and discovery for Merchant Cabinet - the bank's flagship SME platform serving 40,000+ monthly active merchants processing payments at enterprise scale.
- Shipped Kazakhstan's first interbank Unified QR (dynamic + static, POS-linked) at 98.5% transaction success - a market-first enabling cross-bank merchant payments under National Bank regulatory checkpoints.
- Reframed the core problem from "improve the UI" to "enable any-bank payments" after 50+ merchant interviews - reshaping the product direction, not just the screens.
- Partnered with PM, analytics, engineering, and compliance to shape scope, trade-offs, and roadmap under regulatory and monetization constraints.
- Built a token-based design system as a product - Token Studio + GitHub sync, light/dark, adoption strategy, and an automated parity metric (92-96% of production colors on tokens, measured by a build-time script in the pipeline).
- Drove the design system through influence, not mandate: ran a developer workshop to design the token handoff from their pain points, and documented component decisions and the *why*, not just the rules.
- Act as the de-facto second-in-influence in a ~10-person design team: mentor mid- and senior designers 1:1, run design-system workshops for the whole team, lead design rituals and dev syncs, and help shape the annual product vision for the Merchant Cabinet - features, research, and prioritization.
- Currently lead a 6-person cross-functional team through a bank-wide customer-journey research program - scoping, session facilitation, synthesis, and executive readout feeding roadmap prioritization.

### InteriorTrends

Apr 2023 - Present · Remote (Germany market)

**Founding Product Designer & Partner**

- Founding designer and partner; took the product from zero to a live platform - an AI-assisted discovery platform for the German furniture and home-goods market, now live and iterating with its first users.
- Designed AI-native discovery end-to-end - natural-language contextual search, image-based room exploration, and recommendation flows - framing how AI decisions are exposed to users without overwhelming them.
- Built the design system for clean frontend handoff: design tokens, component library, and Storybook documentation.
- Instrumented product analytics from day one - PostHog event tracking to see how first users actually behave and to drive iteration.
- Ran the full 0→1 loop: diary study → Figma → interactive prototype → usability testing → 6-week MVP with one engineer → live launch.

### UsabilityLab

Sep 2023 - Aug 2024 · Remote

**Product Designer (Contract)**

- Redesigned an SME banking onboarding flow: +24% conversion and SUS 78 (vs. ~68 industry average); ran competitor analysis and UX benchmarking to drive prioritization.
- Built the MVP for a leading Uzbek bank from scratch; App Store rating improved to 4.5.

### Boroda Digital & Freelance

Sep 2020 - May 2023 · Remote

**UX/UI Designer**

- End-to-end UX/UI for SME and consumer products, discovery to launch; shipped a mobile app to the App Store and delivered redesigns lifting engagement up to +39%.

## EDUCATION

**UX/UI Design · Contented Design School** 2019-2020

**Bachelor of Laws (LLB) · RANEPA** 2016-2020

## TOOLS & LANGUAGES

**Design engineering:** Components, HTML/CSS, Storybook, AI-assisted interactive prototyping, browser verification.

**Tools:** Figma, Token Studio, GitHub, PostHog, Amplitude, Claude Code.

**Languages:** English C1 · Russian native.