

VALERIY WALITI

Senior Product Designer

Open to relocation · waliti.wrk@protonmail.com · [Portfolio](#) · [LinkedIn](#) · [Telegram](#)

PROFESSIONAL SUMMARY

Senior Product Designer owning money movement experiences in a mobile banking app used by 5M+ people, with \$400M+ moving through these flows daily. My Project Management background shapes how I work: I balance user needs with product metrics and business impact, while staying close to technical constraints. I take problems from discovery through production and use rapid prototypes to test ideas early.

SKILLS

Product Design: End-to-End Product Design, UX/UI, Interaction Design, Mobile Design (iOS, Android), Product Strategy, Product Discovery, User Research, Usability Testing, Design Systems

Prototyping & Technical: Figma (Variables, Auto Layout, Dev Mode, Code Connect), Framer, ProtoPie, Rapid Prototyping, Interactive & Coded Prototyping, AI-Assisted Prototyping & Development, HTML/CSS, API Literacy

Analytics & Experimentation: Product Metrics, A/B Testing, Data Analytics (Maze, Hotjar, GA4), JTBD, CJM

Domain Expertise: Retail Banking & Fintech, Real-Time Account-to-Account Payments (Faster Payments System / SBP), QR Payments, Payment Gateways, Personal Finance Management (PFM), Transaction Lifecycle, Subscriptions

Collaboration: Cross-functional Leadership, Stakeholder Management, Design-to-Dev Handoff

WORK EXPERIENCE

Senior Product Designer, GPB.Tech — Moscow, RU | Dec 2023 – Present

- Own end-to-end product design for transfers through the Faster Payments System (SBP), a real-time account-to-account payment network, as well as QR payments and payment acceptance — the app's highest-traffic domain by user volume and transaction value. Work spans discovery, user research, prototyping, delivery, and production validation.
- Championed and led a full redesign of the legacy SBP transfer flow instead of a quick fix. Cut the path from 6 steps to 3 and transfer time from ~1.5 minutes to under 30 seconds; the result was validated in research and confirmed in production.
- Made fees transparent across transfer journeys with upfront calculation and a free-transfer counter, cutting support tickets about unexpected fees by a third and reducing mid-flow drop-off.
- Shipped QR-based money receiving and collection from the ground up — the market's first cross-bank money collection on SBP rails.
- Design "My Finances," a hub where users track assets and move money between bank products, or open new ones to maximize returns.
- Extend a cross-platform design system, evolving shared components and interaction patterns for iOS, Android, and web.
- Build interactive coded prototypes with AI development tools to test product hypotheses and explore complex interactions.
- Run Figma workshops for non-design teams and present best practices and new tooling to a 50+ person design organization.

Project Manager, Yandex Plus — Tbilisi, GE | Sep 2022 – Sep 2023

- Redesigned the subscription-cancellation flow, re-routing it through the support channel and cutting cancellations by ~100,000 users/year.
- Led an ML-powered support automation initiative ("support AI"), reducing operational costs by ~\$125K/year with no loss in quality.
- Embedded churn and CES metrics into the product process and rebuilt the A/B testing workflow — cutting time-to-launch for new experiments and standardizing results reporting across teams so outcomes were easier to compare and act on.

Project Manager, Kinopoisk — Tbilisi, GE | Jan 2021 – Sep 2022

- Designed a QR-based support entry point for TV apps, reducing average handling time from 25 to 10 minutes. Improved self-service journeys and error/billing communications, cutting support costs by ~\$57K/year.

Project Manager, Rocketbank — Moscow, RU | Jan 2019 – Jan 2021

- Improved customer journeys across the banking app by mapping key flows and identifying friction points. Coordinated product, design, and engineering teams to ship fixes.

LANGUAGES

Russian — native · English — full professional proficiency (C1, EF SET)

EDUCATION & COURSES

Higher School of Economics (HSE) — Management & Law, 2015–2019

Bang Bang Education — UX/UI: Digital Product Design, Grids & Website Design

IBM — Design Thinking