Ivan Kuznetsov

Product Designer

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Product designer and systems builder with experience in complex B2B software, financial products and mobile apps. Combine research, interaction design and technical implementation to make demanding workflows usable. Lead teams and design systems while staying hands-on with product delivery, developer tools and independent products.

PROFESSIONAL EXPERIENCE

Severstal Infocom | November 2021 - Present

Head of UX/UI since 2024 | Lead since 2023 | Senior Product Designer, 2021-2023

- **Enterprise product design.** Lead design for B2B workflows across CRM, ERP, MES and internal tools, connecting product priorities, user research and engineering constraints.
- **Multi-brand design system.** Initiated the program and led its roadmap, architecture and delivery with 3 designers, 3 developers and 2 QA engineers. Built shared foundations and core components; the system is used across 44 projects, with 69 desktop React components and 21 mobile components.
- **Developer adoption.** Connected Figma tokens, component libraries, documentation and release workflows. The design system received 4.1/5 in a survey of 110 developers.
- **AllForms.** Established the brand, UI kit and React component foundation for a forms platform that became a company-wide tool. In a paired usability test with two existing users, creating three basic questions took 32.5 seconds on average versus 56.5 seconds before - a 42% reduction.
- **SAP transport and logistics.** Researched driver workflows and redesigned check-in, loading-slot booking and queue visibility. Logistics data reported waiting time falling from 13-16 to 8-9 hours, with 85% of shipments processed through the PWA.
- **DaVinci AI platform.** Led research and product direction, supported the lead product designer and established DesignOps for a team of three. The platform reached 3,400 users after 1.5 years.

Nekki | Senior Product Designer | July 2019 - November 2021

Designed game interfaces through research, prototypes and production iteration. Work included the main screen, HUD and ability icons for Shadow Fight 4, alongside interface work on Shades and Vector.

Element Group | Product Designer | January 2018 - June 2019

Created web experiences, landing pages and reusable visual templates for a creative agency.

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INDEPENDENT PRODUCT WORK

Cognify Tasks | Founder and Product Designer | November 2025 - Present

Independent product built alongside employed work

- **From concept to release.** Owned product strategy, research, UX/UI and Flutter implementation. Shipped the planning app on iOS, Android and Web in 14 languages; it has reached 10K+ Google Play downloads.
- **AI-assisted task capture.** Designed image-to-task flows using OCR and an MCP gateway for user-selected AI assistants. Iterate capture and cross-platform workflows through feedback and working builds.
- **Engineering workflow.** Built the product with Codex and developed a workflow for analyst, developer, reviewer and release agents, with human review and QA checkpoints.

cognify-tasks.app

Financial platform | Independent Product Designer | 2026

Confidential B2B product | Web and mobile | In testing

- **Product foundation.** Owned end-to-end design for a financial platform, including tax, KYC/KYB, permissions and financial operations. Defined complete states and recovery paths across responsive web and mobile.
- **System and delivery.** Adapted a token-based design system in two weeks and aligned reusable components with engineering. Worked through product feedback and implementation constraints before release.

DEVELOPER TOOLS AND AUTOMATION

- **Token Master.** Designed and developed a Figma plugin for inspecting tokens, maintaining change history and exporting CSS. Connected design decisions with developer handoff in a library containing more than 3,000 variables.
- **Playroom Nearby.** Built SEO and SMM content workflows using TypeScript, OpenAI, Google Sheets, Telegram and Ghost, with native Figma templates for visual production, quality checks and editorial review controls.

SKILLS AND TOOLS

Product strategy, complex workflow design, UX research, usability testing, interaction design, prototyping, design systems, design leadership and DesignOps.

Figma, design tokens, React component libraries, Flutter / Dart, Figma plugins, TypeScript, Codex, MCP integrations, Miro, Jira and Confluence.

EDUCATION AND PROFESSIONAL DEVELOPMENT

MIREA | Bachelor of Production Management | 2016-2020

Google UX Design Certificate | Coursera | 2023-2024