

Sergey Kopytov



Senior Product Designer

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Links

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01 PROFILE

Hi! My name is Sergey and i am Product Designer. I'm in love with design systems and everything related to digital design. Graphic design, Ui, Ux, Identity. I make clear and convenient interfaces for end-users. I perfectly understand how the front-end works and apply it in my work. I often use no-code services to test my hypotheses.

Love computer games and music.

02 EMPLOYMENT HISTORY

02/2022 — 05/2023

Product Designer at Qatar Insurance Company

Remote

At Qatar Insurance Company, I worked in the UI design department and worked on the [qic.online](#) portal.

Over the past year, we have become a leader in online insurance in Qatar.

- Analyzed user feedback and data to identify areas of improvement and inform product decisions
- It was quite a big challenge to observe the cultural and linguistic features of the GCC region.
- Created style guides that improved product design consistency across all platforms

[qic.online](#)

11/2020 — 07/2022

Designer at Wednesday studio

Remote

Within Wednesday Studio, I have been involved in various captivating projects related to the gaming industry and web3. My role encompasses graphic design, web design, and brand identity, where I apply my skills from concept to front-end implementation.

<http://wednesdaystudio.co/>

01/2018 — 06/2021

Senior / Lead Designer at Xsolla

Perm

Worked at Xsolla on many products: Publisher Account, Paystation, Internal tools, Launcher, G-share, and many others. Took part in launching new products and supporting and developing existing ones. Pretty good at pumping up the technical aspect (html, css, js) for more productive product development. A lot of technical stuff in Xsolla is implemented by designers without development.

- Helped with the development of the design system of the personal account

- Developed miner design, considering customization for affiliates without designer involvement
- Worked with "Paystation" payment system - improved user experience, customer and affiliate requests
- Designed and made frontend for games landing pages
- Designed identity for side projects (Carnival, 80 Level, couple NDA Projects)
- Created Design systems for side projects (80 Level, NDA Project)
- Lead couple Designers

<https://publisher.xsolla.com/>

<https://80.lv/>

<https://80.lv/talent/companies>

05/2015 — 12/2017

Product Designer at Platiza

Perm

Russian fintech product that gave loans online without visiting the office. I was responsible for the personal account and marketing. Developed several mobile applications for Russia and Africa. Also launched several startups in the financial sector.

- Maintained and improved the loan process and the user's account
- Created a design system for the redesign
- 3 mobile apps: 2 for Russia and Kenya
- Handled all marketing materials
- Identity and branding for a couple of financial startups

01/2012 — 05/2015

Graphic Designer at the Kilo

Perm

The Kilo served as my foundation in digital design, allowing me to explore various aspects such as Identity, Branding, Graphic Design, UI, and UX. I honed my skills and gained valuable experience in creating websites, logos, corporate styles, posters, menus, signs, and more.

<https://thekilo.org/>

03 COURSES

Jul 2021

Creating Epic Ecommerce Experiences for Brands: An Advanced Guide at Awwwards

Sep 2020 — Nov 2020

Identity at Bang Bang Education

Apr 2022

Advanced Prototyping: From early ideas to rich interactions at Awwwards

Nov 2021

Create a Design System from scratch in Figma at Awwwards

Jan 2022

Designing a unique brand identity and website from top to bottom at Awwwards

04 SKILLS

User Interface/ User Experience



Graphic Design



Front End Development



Web design

