

Bogdan Goncharenko

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[LinkedIn](#) | [Portfolio](#)

Summary

Seasoned **Head of Product Design** with 15 years of expertise in product strategy, UX research, and team leadership. Proven ability to align design with business objectives, driving measurable growth and enhancing product adoption. Led top-ranking design departments and successfully implemented strategic frameworks that improved efficiency, user engagement, and business performance. Seeking a leadership role where I can leverage my expertise in design strategy, team development, and product innovation to create impactful solutions.

Professional Experience

Head of UX, **Wallarm** (wallarm.com)

Wallarm is a B2B SaaS product in the cybersecurity domain that protects APIs, apps, and serverless workloads in cloud-native environments.

September 2024 –
February 2025 · 6 mos
San Francisco, CA

- Built and scaled the design team, introduced a structured design strategy, and optimized feedback loops—**reducing time-to-market (TTM) by 30%**.
- Improved **CSAT by 7%, NPS by 13%, and SUS to 68** through enhanced UX processes.

Head of Product Design, **Social Links** (sociallinks.io)

Social Links is a leading OSINT solution that combines data from 500+ open sources to streamline investigations for global customers, including S&P 500 companies and law enforcement agencies.

October 2023 –
September 2024 · 1 yr
New York, NY

- Aligned design goals with business objectives, user needs, and technical constraints, **increasing product adoption by 20%**.
- Established a scalable UX research framework, leading to data-driven design decisions and improved market positioning.
- Led a cross-functional team in executing product design strategies, enhancing user experience and customer satisfaction.

Head of Product Design, **BeInCrypto** (beincrypto.com)

BeInCrypto is one of the largest cryptocurrency news platforms worldwide, providing daily high-quality content on cryptocurrency and Bitcoin.

July 2022 –
October 2023 · 1 yr 4 mos
London, UK

- Streamlined the handoff process and developed a transparent handoff status model.
- **Boosted profits by 14%** through strategic ad placement improvements and UX optimizations.
- Improved main navigation usability based on analytics and qualitative research.
- Introduced 1-on-1s, PDPs, and 360° feedback processes, fostering a strong design culture.

Director of Product Design Department, **Mish** (mish.design)

Mish is a global design company with over 300 employees across three offices, specializing in research, branding, product and communication design, media production, and product development.

February 2022 –
September 2023 · 1 yr 8 mos
UAE

- **Managed a 36-person design team**, including four art directors, optimizing resources and workflow.
- Developed a risk management culture, enabling data-driven decision-making and strategic planning.

Lead Experience Designer, **EPAM Systems** (epam.com)

EPAM Systems is a global leader in digital engineering, helping enterprises and startups address transformation challenges with a blend of strategy, experience, and technology.

February 2021 –
February 2022 · 1 yr 1 mo
Los Angeles, CA

- Led UX for a FAANG product and an internal charity platform, impacting **15M+ users**.
- Mentored eight junior designers, increasing **assessment pass rates by 46%**.
- Created personal development plans for six designers, advancing team skill levels.

Lead Product Designer, **Sber** (sberbank.com)

Sber is a leading bank and technology provider, creating and developing innovative services used by millions of people.

September 2018 –
February 2021 · 2 yrs 6 mos
Almaty, KZ

- Led UX research, influencing banking product strategy and improving internal processes.
- **Increased** visitor **conversion rates by 13%** by integrating non-banking services.
- **Improved** personal banking card **CTR by 8%** through information architecture redesign.
- **Reduced** loan application processing time **from 2 minutes to 1.5 minutes**.
- Designed an e-queue system, **cutting** bank operator **workload by 36%**.

Lead Product Designer, **3beep**

3beep is an omnichannel platform that enables companies to optimize support and service center operations, unifying customer knowledge through KYC, and significantly reducing SLA and other performance metrics.

May 2017 –
September 2018 · 1 yr 5 mos
Tustin, CA

- Redesigned the product based on research data, **increasing** monthly sales requests **from 17 to 261**.
- **Optimized** request **processing speed by 32 seconds** through hypothesis testing and KYC implementation.
- Managed a 16-person design team, mentoring junior designers and overseeing multiple projects.

Senior UX/UI Designer, **GMT**

- Applied a data-driven approach to improve client conversion rates.
- Designed mobile application interfaces for iOS and Android, adhering to HIG and Material Design guidelines.

August 2014 –
April 2017 · 2 yrs 9 mos
Almaty, KZ

UX/UI Designer, **Asia Faraday**

- Collaborated with cross-functional teams to ensure seamless implementation of design solutions.

September 2012 –
August 2014 · 2 yrs
Almaty, KZ

UX/UI Designer, **Asia Gas Pipeline**

- Designed and implemented an internal portal for 8,000+ employees, optimizing HR processes and reducing operational costs.

July 2010 –
September 2012 · 2 yrs 3 mos
Almaty, KZ

Skills

Core Competencies: People Management, Product Strategy, UX Research, Strategic Planning, Team Leadership, Product Management, DesignOps, ResearchOps, Growth Mindset, Agile, Scrum, Kanban, Cross-functional Collaboration, Stakeholder Management, Hiring & Onboarding, Mentorship & Career Development. **UX & Design Expertise:** Human-Centered Design (HCD), Information Architecture (IA), Wireframing, Prototyping, Journey Mapping (CJM, UJM, Service Blueprint), A/B Testing, Persona Creation, Data-driven Design, Accessibility (WCAG), Design Systems, Micro-interactions, Responsive Design. **Tools & Technologies:** Figma, Miro, Notion, Jira, Hotjar, Airtable, Maze, Amplitude, Google Analytics, HTML, CSS, AI.