

Eugene Belokurov

London, UK • +44 7903 175636 • eo.belokurov@gmail.com • <https://www.eugn.me/> • <https://www.linkedin.com/in/eugenebelokurov/>

Product Designer with 2+ years of experience in design and a total of 5 years in fast-paced startups. I design data-driven web and mobile products and lead the processes end to end. BSc and MSc in Computer Science.

SKILLS

- **Tools:** Figma (inc. design systems) • Adobe Creative Suite • Pen and paper • Front-end stack (HTML, CSS, JavaScript) • Data analytics tools (Tableau, Amplitude)
- **Capabilities:** Prototypes • Wireframes • Accessibility standards (WCAG) • User research (150+ user interviews done) • Usability testing • Interface guidelines (iOS, Android, Web)

WORK EXPERIENCE

Product Designer at Zipsale • (<10 employees) **Mar 2023 – Dec 2023**

B2B SaaS startup automating inventory management for resellers. I was part of cross-functional team.

- Created a new revenue stream from scratch. I led the product from concept to launch: did 20+ user testing sessions, prototyping, shared design documentation with the engineering team and assessed the outcomes.
- Grew MRR by 10% within 6 months by launching 10+ new features driven by quantitative research, user testing and incorporating user research findings into product design.
- Launched and managed an influencer program and led customer support and marketing teams. 50% of new paying users were coming from the program.

Product Designer and Co-founder at fishlook • (<10 employees) **Apr 2021 – Oct 2023**

B2B marketplace for fish traders. 12,000 MAU with 3x growth rate YoY. I led the product strategy.

- Conducted 20+ user interviews with senior stakeholders and defined the product strategy based on discoveries.
- Accelerated value delivery to clients by assembling a cross-functional team of 2 engineers, a product designer and 3 content managers through interviews.
- Boosted efficiency of internal processes by 10x through workflow automation to reduce expenses and improve retention. I programmed a Python text recognition script to achieve it.

Product Manager at Osome • (51-200 employees) **Sep 2020 – Jun 2021**

A UK-based B2B fintech startup providing accounting services for entrepreneurs. Led an agile team of 7.

- Streamlined the onboarding process by conducting 10+ user interviews in collaboration with a designer. It allowed to identify and fix key issues with an onboarding funnel.
- Created user journey maps of key processes for my product stream which led to revamped roadmap.

Product Manager at pik.pro • (51-200 employees) **Jun 2019 – Jul 2020**

B2B construction industry startup. 5,000+ construction workers used our product daily.

- Launched a product from concept to launch. I conducted user research and led the development process. The new product helped to increase the number of users by 30%.
- Boosted construction workers' utilisation by 15% by relaunching the mobile app from scratch.

Product Analyst at ivi • (501-1K employees) **Oct 2018 – May 2019**

Part-time Intern at McKinsey&Co • (10K+ employees) **Nov 2017 – Aug 2018**

EXTRACURRICULAR EXPERIENCE

Expert on a UX design course at Yandex Practicum **Nov 2021 – Jan 2023**

The leading educational technology companies in Eastern Europe. The company had revenue of £48m.

- Created 20 lessons on topics of metrics, product analytics, and business models in a team with an editor.

Lecturer on product management topics at GeekBrains **Dec 2020 – Mar 2021**

Leading edtech start-up with a revenue of £30m. GeekBrains helps people get their first job in tech.

- Held 28 lectures and seminars on topics of metrics for 100+ students in total.

EDUCATION

BSc and MSc of Computer Science at Moscow Institute of Physics and Technology **Sep 2012 – Jul 2018**

- №72 in the world in Computer Science according to Times Higher Education Rankings.