

Sergey Chudarin

Lead / Senior Product Designer ♦ 15+ years leading cross-platform experiences (iOS, Android, Web) in Web3, FinTech, and SaaS. I combine systems thinking, research, and hands-on design to turn complex challenges into clear, human-centered products.

Zerion Wallet

Senior Product Designer,
Jun 2021 — Present

Led Zerion's evolution from a portfolio tracker into a multi-chain Web3 wallet across iOS, Android, Web & Extension — **reaching 500K+ MAU and 150K+ DAU.**

Owned UX for trading flows (Trade, Send, Bridge, Connect, Sign) driving **\$100M+ in monthly trading volume and over 5M monthly transactions.**

Through research, testing, and A/B experiments, achieved measurable impact on trading performance: **+27% average trade value, +23% trading frequency, and +27% swap conversion rate**, driven by improvements in transaction flows, asset page redesign, and navigation revamp.

Launched Premium subscription and Loyalty & Referral Programs that increased user engagement and retention, **driving 5–8% MoM growth in active wallets.**

RetailCRM (Simla.com)

Head Of Design,
Dec 2019 — Jun 2021

Lead Product Designer,
Aug 2019 — Dec 2019

Senior Product Designer,
Apr 2019 — Aug 2019

Led a full UX overhaul and rebranding of SaaS platform serving over 15,000 businesses, supporting the launch of the new brand Simla.com in Latin America.

Built and led a design team, establishing rituals, performance reviews, and mentoring to drive consistent growth and quality.

Defined core UX principles and built the Design System, cutting iteration and decision-making time by 4x, UI defects by 95%, and design-to-dev handoff delays.

Yandex Praktikum

Design Mentor,
Aug 2020 — Jun 2021

Mentored 100+ aspiring designers in a year-long UX/UI program, providing 1:1 feedback, design reviews, and guidance on product thinking and career growth.

Freelance

UI/UX Freelancer,
Jul 2015 — Apr 2019

Designed diverse products: portals, TV set-top box players, billing and security systems, admin panels, marketplaces, and R&D tools. Helped launch MVPs for early-stage startups and optimised existing products.

Clients: Skolkovo, Six Flags, Sber, Beeline, IVI, Megogo, ITTD, SurfSecure, DiodSecure, TelePub, Design.AG, Skipp.pro, FarPost, Storia (ex-Selfish).

Panzar Studio

Graphic & Web Designer,
Oct 2011 — Jun 2014

Designed in-game UI for AAA online game (settings, inventory, lobby, matchmaking). Created the website, account system, billing, and marketing assets for RU/EU markets, improving registration conversion and player retention through A/B testing.

ADV/web-engineering

Web Designer,
Mar 2011 — Oct 2011

Worked at a top-3 digital agency in Russia, designing and supporting websites for major brands — new sections, promo pages, banners, and animations.

Clients: Akado, Alrosa, Econica, Gazprom-Media, Komatsu, LUKOIL, VTB Capital, Panasonic, Disney, Land Rover, Volvo.

Portfolio

[Email](#) [LinkedIn](#) [Telegram](#)

Approach

I'm a designer who:

- ♦ Builds scalable design systems to accelerate delivery and maintain quality across platforms
- ♦ Uses data-informed design to make thoughtful, measurable decisions
- ♦ Crafts emotional, engaging experiences that connect with users

Education

Frontend Development, 2023
Customer Development, 2021
Advanced Analytics, 2021
3D Designer, 2021
iOS Development, 2020
Product Mindset, 2020
Design Thinking, 2020
Advanced UX Research, 2019

Languages

Russian (Native) | English (B2)

Skills

Design & Research

Product Design, Visual Design, Interaction Design, UX/UI, Mobile & Web Design, Information Architecture, Accessibility, Prototyping, Wireframing, Interviews, Unmoderated Tests, A/B Experiments, Data-driven Decision Making

Leadership

Team Management, Mentorship, Stakeholder Alignment, Performance Reviews, Process Optimisation

AI & Automation

AI-assisted Prototyping, Prompt Engineering, Workflow Automation, Data Analysis

Tools

Figma, Cursor, Adobe, HTML, CSS, JS, Webflow, Framer