Dmitrii Ziuzin · **Senior Product Designer** · KYC, Identity, Fintech · ex-IBM

Portfolio: dman.pro · dmitrii.ziuzin@gmail.com · linkedin.com/in/dmitriiziuzin · +372 53656895 · Tallinn, Estonia

CAREER PROFILE

I am a Senior Product Designer with 15 years of experience in KYC, identity verification, fintech, and payments. I design onboarding and verification flows for banks, crypto, and SaaS products. I integrated KYC providers into live products and designed a biometric ID experience for a bank with 8.5M MAU. I also cut customer identification time in bank offices by 60%, reaching the 15-second goal across 14K branches. As a systems thinker, I make complex, regulated processes simple and clear. I use AI to frame problems, prototype, and polish front-end. I am skilled in primary research, funnel and retention analysis, and high-quality execution. Currently, I own the integrations ecosystem at Pipedrive. I work with engineers every day and bring them to customer interviews, so the whole team knows what quality means for users.

CAREER HIGHLIGHTS

- ✓ 2.3x faster onboarding, 2.2x higher conversion for a capital markets platform via GetID KYC integration.
- ✓ $50M estimated annual savings: bank confirmation from minutes to seconds for 8.5M MAU via biometric ID.
- ✓ 14% higher verification precision by integrating Jumio KYC into native mobile onboarding of a crypto marketplace.

PROFESSIONAL EXPERIENCE

Pipedrive · Senior Product Designer

Sales CRM for SMEs · Tallinn, Estonia · Oct 2024 – Present

- ✓ Cut support cases by 42% for top-tier accounts, with 63% higher retention and 2.2x more emails logged, by redesigning the email & activity experience (pass 1592) based on voice of customer data.
- ✓ Increased multi-app adoption by 8.4% and visit-to-install conversion by 43.8% by redesigning the marketplace.
- ✓ Covered PM and design for Ecosystem for 5 months: discovery, specs, backlog prioritization.
- ✓ Cut automation-breaking errors by 97% and failure rate from 4% to 1% by safeguarding automation configs from deletion.
- ✓ Designed email sender control for automations: 39% dynamic-sender adoption, access failures removed.
- ✓ Mentored junior and mid-level designers and brought 80% of my tribe's engineers into customer interviews.

Independent product designer

Oct 2014 – Present · Alongside full-time roles

- ✓ 2.3x faster onboarding, 2.2x higher conversion for a capital markets platform via GetID KYC and flow redesign.
- ✓ 2,000 users (5.5% paid) in month one for a Forbes-recognized real estate platform.
- ✓ 8% install-to-trial and 60% paid conversion for a coaching CRM through end-to-end product design.
- ✓ 4.6-star App Store rating for an ADHD-friendly productivity app (10K+ installs), UX designed from scratch.

Paxful · Senior Mobile App Designer

Global P2P marketplace · Tallinn, Estonia · Apr 2019 – Aug 2020

- ✓ Boosted verification precision by 14% by integrating Jumio KYC into native mobile onboarding.
- ✓ Scaled iOS & Android apps to 700K users within 6 months by leading end-to-end mobile design from scratch.
- ✓ Boosted mobile apps front-end delivery 1.4x via a UI system and standalone rulebook app built with developers.

IBM · Senior UX/UI Designer

Consulting department · Moscow, Russia · Aug 2017 – Apr 2019

- ✓ Client work for Sber, Shell, Danske Bank and Pasha Bank.
- ✓ $50M estimated annual OPEX savings: designed a biometric ID mobile experience from scratch, cutting bank operation confirmation from minutes to seconds for 8.5M MAU.
- ✓ 60% less client identification time: improved an internal tool used in 14K branches, reaching the 15-sec goal.
- ✓ 2–4 weeks faster time-to-market on average: product discovery and rapid prototyping removed extra design iterations before handoff, with a 9/10 usability score.

Ak Bars Bank · Lead Product Designer

Top-20 Russian bank · Kazan, Russia · May 2016 – Aug 2017

- ✓ Boosted active user base by 70% in one year, reaching a Top-3 Russian digital bank UX ranking by leading payments design and building a dynamic and seamless transaction confirmation experience.
- ✓ Aligned product & engineering by shaping cross-functional workflows and leading a 6-person design team.
- ✓ Scaled design-to-code workflows across teams, achieving cross-platform alignment by architecting a token-based UI system and principles in collaboration with developers.

SKILLS & EXPERTISE

Industries: KYC, AML, Identity Verification, KYB, Biometrics, Fintech, Banking, Payments, CRM, B2B SaaS.

Design: Identity Verification, Biometrics, Onboarding, Authentication Flows, End-to-end Product Design, Systems Thinking, Product Strategy, Design Systems & Tokens, Scalability, Information Architecture, Accessibility (WCAG), UX Patterns.

Research: Product Discovery, User Research, CustDev, Usability Testing, A/B Testing, Experimentation, Funnel Analysis, Retention & Adoption Analysis, Data-Driven Design.

Tech (AI-Native): AI-Assisted Prototyping (Claude Code, Lovable, Figma Make), Prompt Engineering, Rapid High-Fidelity Prototyping, HTML, CSS.

Process: Agile, Cross-functional Collaboration, Stakeholder Management, Design Mentorship (ADPList), Leadership, Storytelling.

Projects: Kasti – Personal vocabulary builder · Listík – Minimalist to-do list · Both designed and built with Claude Code

Education: Master of Engineering · Almetyevsk State Technological University · Almetyevsk, Russia

Languages: English – Full working proficiency, Russian – Native.

Password for protected case studies: 1592