

Danil Egorov

Senior Product Designer

Tbilisi, Georgia | +995 595539171 | dankick.work@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL EXPERIENCE

Senior Product Designer

May 2023 - April 2026

[Wrobe](#), fashion-tech startup building a virtual try-on marketplace

- Owned end-to-end design for the iOS and Android mobile app, taking the product from MVP to market launch in Italy. Drove 50K+ downloads in the first 6 months and reached 10–10.3K MAU by Jan–Feb 2026
- Achieved try-on activation growth from zero to 36% (against 25% target) and click-out conversion to partner site to 6.32% (against 3% target) via test-avatar onboarding
- Optimized avatar creation conversion from 13% to 32.4% by refining onboarding steps
- Grew 30-day retention 5× (3.05% → 15.31%) and items per session (IPS) 4.7× (1.2 → 5.6) through a full catalog redesign
- Led marketing design: produced 40+ advertising creatives across Instagram, Facebook, and TikTok, achieving \$3.3–3.5 CPI (15% savings against the \$4 target), 2.7% CTR, and 30% click-to-install rate
- Conducted 20+ usability tests before launch and redesigned 4 flows based on identified issues; continued user research and iteration post-launch
- Built and maintained the iOS and Android design system from scratch: 100+ components and design tokens
- Collaborated with 23+ international fashion brands (Benetton, Replay, Intimissimi, Vilebrequin, Farm Rio, and others) on co-branded campaigns: art directed promo videos, Instagram posts & stories, and pitch decks
- Designed and shipped an internal admin tool end-to-end, enabling the content team to autonomously manage the catalog (500+ items), stories, and promo videos without engineering involvement
- Ran 15+ workshops with design and marketing teams: sketched product concepts, refined brand identity, and explored experimental directions

Middle UX/UI Designer

Sep 2022 - May 2023

[Crauch](#), is an award-winning product design studio working with corporations and startups to launch and scale digital products

- Shipped the mobile app MVP for Banxe (crypto neobank) in 4 weeks across weekly sprints: 100+ screens, 15 key user flows, UI kit, 30-icon pack, clickable prototype, and ran UX tests
- Led ongoing product design for Zefir (consumer lending aggregator), shipping 7+ new product features based on user feedback
- Owned MVP design of a cybersecurity portal for Positive Technologies from concept to launch in 5 weeks; presented the case at Positive Hack Days 12, a major industry conference
- Shipped MVP of Italent (freelance marketplace), designing end-to-end flows for both clients and freelancers
- Designed the content surface for Midas (investment platform): blog-driven product for user education and acquisition
- Received 6 months of direct mentorship from Anton Kravchenko, founder of Crauch, focused on product design fundamentals, user research, and design leadership

Digital Designer

Nov 2020 - March 2022

Zus Studio, is a design and development studio creating custom web products for small and medium-sized businesses, with a strong focus on branding, UX/UI, and visual quality

- Drove 15+ agency pre-sales with ~30% close rate: discovered client pain points, developed design concepts, presented to prospects, and converted them into full design engagements
- Designed 8+ corporate websites across diverse industries (e-commerce, fintech, B2B SaaS, etc.), owning information architecture, UX, layouts, and final visuals from concept to delivery
- Created 20+ presentations and visual assets for investor decks, sales, and internal communications

SKILLS

Design skills: UX/UI | Product Design | Design Systems | Prototyping | Interaction Design | Design Tokens | Visual & Typography Systems | UX Copywriting | Product Strategy | UX Research & Usability Testing | Motion & UI Animation | A/B Testing | Product Discovery | AI-tools & Vibe Coding

Tools: Figma | Claude Code | Codex | After Effects | Premiere Pro | Readymag | Framer | Confluence | Amplitude | Jira | Miro | Origami

Languages: English (B2), Russian (Native), Ukrainian (Native)

EDUCATION

Donetsk National University, Bachelor's degree in Economics