

Kirill Bush

Senior Product Designer

Hua Hin, Thailand

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I am focused on designing and scaling digital products. I lead end-to-end product design – from discovery and validation to delivery

Experienced in owning design strategy, collaborating with cross-functional teams, and operating as a sole designer when needed

My side projects: [Fadercraft](#) ↗ and [GrooveMix](#) ↗

EXPERIENCE

- [Beefy.finance](#) Feb 2025 – Today

DAO · Yield optimiser, Crypto

Product Design Lead

Juggling pixels for 12,000 monthly users.

Owned end-to-end redesign of critical dApp UX covering:
 - Navigation, RPC & assets menu
 - Search and filtering, improved through A/B testing and user research with 350 active users
 - Wallet connection
 - Core UI components and interactions

Resolved UX, UI, and frontend issues, increasing user satisfaction. Built a scalable, token-based design system, improving UI consistency and development efficiency. Established cross-functional design and delivery workflows between product, design, and engineering teams. Defined brand principles and visual direction to enable more intentional and aligned product graphics
- [Prom.io](#) Apr 2024 – Jan 2025

Dubai, UAE · Blockchain, Crypto

Product Design Lead

Develop an ecosystem to launch a new blockchain.

- Designed the product landing page – midl-w.webflow.io
 - Hired a Webflow developer, supervised development, refined the layout, and enriched it with animation and responsiveness – reduced dev cost by 90% vs. in-house
 - Developed a recognizable blockchain logo and the product's visual style
 - Built a design system on Park UI with consistent tokens and naming, speeding up development and cutting developer errors

Also developed: a transaction scanner (blockscout.com fork), forks of app.uniswap.org, compound.finance and liquidity.io, a devnet portal, the product website (v2), and Discord/Twitter/Medium visuals – plus workflows for the SMM team
- [FinchTrade AG](#) · [MarketGuard](#) Aug 2021 – May 2023

Zug, Switzerland · B2B crypto liquidity provider, AML/KYT tool

Founding Product Designer

Research and product design for a B2B liquidity provider (FinchTrade) and an AML/KYT tool (MarketGuard), plus communications design.

Started with stakeholder requirements analysis, user personas, competitor research (B2C2, Wintermute, Flowdesk, CoinAlpha), 20+ JTBD interviews, a User Stories Map, information architecture, A/B-tested prototypes and quantitative/qualitative surveys. After MVP launch: hypothesis-driven iteration, design system documentation, brand communications, designer supervision

Achievements:
 - Client onboarding time cut 79% vs. the first version

- Product site bounce rate 68% → 14%, time on site 0:57 → 3:10, page depth 1.12 → 3.28, misclicks 62% → 6% (1 month vs. 5 months post-launch)
- Page load speed optimized to 98 (with the front-end developer)
- Design system and brand identity built from scratch; SMM/LinkedIn/Medium style guide, POS and physical identity
- MarketGuard cabinet and admin panel with multiple user roles shipped

Cases in portfolio: [FinchTrade](#) and [MarketGuard](#)

• [Sollers Auto](#)

Jul 2020 – Jun 2021

Moscow, Russia • Car-sharing, B2C/B2B • Mobile app, SaaS

Founding Product Designer

Design a B2B car-sharing service from the ground up, starting with the core user flows and key product features.

User research and interviews; information architecture; UX/UI; A/B testing; hypothesis-driven design; design system formation; white-label apps for B2C clients; QA supervision of frontend development

Achievements: multi-user portal, visual brand language, design system, admin panel that automated fleet-servicing and cut maintenance cost by 35%, and a white-label app shipped to the App Store and Google Play

[Case in portfolio](#)

• [Mirafox](#)

Nov 2019 – Jun 2020

Hong Kong • Freelance marketplace • Mobile app, web

Senior Product Designer

Recreate a Kwork messenger app.

Managed the design department; built a design system; redesigned the Kwork mobile app; designed the new TopFreelancer product; growth hypotheses; user feedback processing; backlog formation; design reviews

Achievements: launched TopFreelancer as a new company product; redesigned Kwork iOS – rating up from 2.2 to 4.9 stars (80+ reviews), order conversion up from 14% to 23.2%; hired and onboarded 2 mid-level designers

[Case in portfolio](#)

• [OTP Bank](#)

Dec 2018 – Nov 2019

Moscow, Russia • Banking • Mobile app

Product Designer

Created the first releases of the OTP Bank iOS app for the Russian App Store, building the mobile experience on top of the bank's web version – as a freelance designer working alongside the Markswebb out-staff team

• [Service-guru](#)

Feb 2018 – Nov 2018

Educational platform for service staff

Product Designer

Update existing iOS and web-application.

Redesigned the existing app based on customer feedback, with close attention to typography and information perception – the app doubles as a pocket handbook. Built the web and mobile design system, and a product admin panel for building or buying courses

COURSES

[Product design & UX with AI](#)

Dofurther

[Photoshop – advanced level](#)

Profileschool

[Colour correction and matte-paint](#)

Profileschool

[School of Lead UX/UI designer](#)

Uprock

["User interface & representation of information"](#)

Educational centre of Artem Gorbunov

EDUCATION

Master's degree · Sept 2010 – May 2016

[National Research University – Higher School of Economics \(HSE\)](#)

Graphic & Web Design

SKILLS

English C1

Advanced

AI

Claude Code, AI agent orchestration, Figma MCP workflows, Prompt engineering, AI-assisted design & development

UX & research

User Research, User Interviews, Jobs-to-be-done, CJM, USM, Prototyping, Wireframing, A/B Testing, Quantitative & Qualitative research, Information Architecture

UI design

Typography, Modular grids, UI kit, Atomic design systems, Branding & Identity, Responsive Design, Icon Design, Illustration

Motion design

Rive, After Effects, Lottie, Jitter, Keyshape, Principle, Protopie

Frontend

CSS, Webflow, Client-first, GSAP animation