Ilia Pinzur

🌐 pinzur.space   ✉ i@pinzur.space   in linkedin.com/in/elfde/

I'm a Product Designer with 4 years of experience in creating professional interfaces. Experienced in building scalable design systems and collaborating with engineering teams to deliver complex solutions.

Frameworks	Hard skills	Soft skills	Inspiration
Jobs To Be Done	Interaction Design	Design thinking	Music
Lean UX	Typography	Project management	Cars
Atomic Design	Design Systems	Fast learning	Nature
ShapeUp	HTML, CSS, JS	Fluent english	Travelling

Work Experience

📈 SEOmonitor

An analytics tool utilized by 2000+ SEO agencies to acquire and retain more clients. Successfully helps customers from US and Europe efficiently manage 4.5M+ keywords.

Senior product designer

June 2024 – Present time

- Designed and integrated writing style customization workflow for AI Content Writer, enabling agencies to maintain consistent brand voice across 100+ monthly articles.

- Doubled Content Audit feature discoverability and increased perceived value by integrating 15 additional data analyzis points.

- Redesigned subscription management system serving 2000+ teams. Integrated new plan management system, leading to 25% reduction in billing–related support tickets.

- Participated in User Research and UX tests, including 100+ user session recordings, 15 UX–interviews to improve onboarding flows.

Middle product designer

Feb 2023 – May 2024

- Improved delivery process by scaling design system architecture, components and patterns. Lead to full team adoption and 50% decrease in design review cycles.
- Was responsible for feature delivery across the platform:
  - Google Search Console connection and account management improvements.
  - Delivered keyword intent feature including new type of data visualization, widgets and educational materials.

D DRIVE2.RU

Russia's biggest automotive social network with 30M+ monthly users that helps professionals and car enthusiasts to create, share, and manage complex content.

Middle product designer

Sep 2021 – Feb 2023

- Designed Professional account interface, increasing revenue by allowing entrepreneurs to sell services on the platform, generating $5K MRR.

- Migrated core product interfaces serving 500K+ daily users from legacy to new design system with no increase in support tickets.

- Led design and development of a new flagship mobile app establishing core UX patterns and features from concept to pre–launch.

Junior product designer

Jan 2021 – Sep 2021

- Worked on systematization of the whole product using jobstories and user interviews as tools to test hypotheses and designs.

- As a part of design team:

  - Reduced complexities and contradictions in design and development process.

  - Created UI–kit for designers and engineers allowing to focus on UX development and user research.

Product designer trainee

Oct 2020 – Dec 2020

- Helped to develop a new design system key concepts.

- Created a prototype and participated in UX interviews to address main risks and test hypotheses with users.