Yehor Tsuprov

Product Designer

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SUMMARY

Product designer with 9 years of experience in fitness, banking, real estate and MarTech. I lead the end-to-end product design cycle: research, hypothesis development, UI design, A/B testing, and metric reviews with analysts. At Muscle Booster, individual features increased activation by up to 20% and Day-7 (D7) retention by up to 15%. Focused on products where designers own measurable outcomes, not only deliverables.

EXPERIENCE

Liven by SKELAR · Lead Product Designer, MarTech — Nov 2025 – Jul 2026
mental well-being, web-to-app funnels

- Designed the internal funnel builder that people could only use through JSON: ran a series of interviews with the teams using it, built a list of hypotheses, and replaced JSON with visual settings and a node-based editor. Experiment launches became 2x faster for the Growth team and 4x faster for Localisation managers.
- Hired a second designer, onboarded and mentored them.

Welltech · Senior Product Designer, MarTech — Apr 2024 – Nov 2025
web-to-app funnels

- Designed a no-code platform for web-to-app funnel tests and owned the experimentation hypothesis backlog. Reduced A/B test launch time by more than 50%.
- Designed paywall experiments and reviewed results with an analyst. The best one increased purchase conversion by 11%.

Welltech · Senior Product Designer, FitCoach — Dec 2023 – Apr 2024
fitness, iOS and Android

- Redesigned onboarding and engagement flows following interviews with new and experienced users, then validated each solution through two-week A/B tests. Individual features increased activation by up to 10% and D7 retention by up to 12%.

Welltech · Senior Product Designer, Muscle Booster — Jul 2022 – Dec 2023
fitness, iOS, Android, Apple Watch

- As the only designer, ran research, formed hypotheses and tested them in two-week A/B tests. Individual features increased activation by up to 20% and D7 retention by up to 15%.
- Designed equipment-based gym training for a new audience, based on a survey of 500+ people. The track increased activation by 8% and D7 retention by 12%, and the App Store rating went from 4.2 to 4.8+ during my time there.

Raiffeisen Bank · Design System Manager — Aug 2021 – Jul 2022
bank web products

- Initiated and led a design system for the bank's web products: tokens, components in Figma and Storybook, documentation, workshops with teams. Reduced development time by 35–40% and onboarding time for new team members by 80%.

EXPERIENCE

Raiffeisen Bank · Growth Designer — Aug 2021 – Apr 2022
online business-account opening

- Moved business-account opening fully online by conducting entrepreneur interviews, mapping the customer journey, and designing a seven-step flow with documents shared via the Diia government app. Account opening time, from application to document processing, dropped by 98%.

Raiffeisen Bank · Product Designer — Jul 2020 – Aug 2021
internal banking system

- Redesigned the internal system's experience based on usability tests and branch research I initiated. Request handling time dropped by 60% in the call center and by 40% in branches.

Zira1 · Product Designer — May 2019 – Jul 2020
real estate

- Launched a real estate website MVP from scratch and iterated on it through A/B tests. Customer conversion grew by 25%, and property search time was cut in half.

RubyGarage, OTak Studio · UI/UX Designer — Jun 2017 – May 2019
outsourcing and studio

- Designed a job search mobile app for the film industry, an educational web platform for school students, and marketing websites.

EDUCATION

Construction, Architecture and Infrastructure · Ukrainian State University of Science and Technologies, 2017
Product Design Certificate · Projector Institute, 2023

LANGUAGES

Ukrainian, English (B2)

SKILLS

Methods: user research, usability testing, customer journey mapping, user flows, prototyping, A/B testing and metrics

Product areas: onboarding, paywalls, web-to-app funnels, design systems

Domains: Health & Fitness, subscription apps, banking, MarTech and no-code, real estate

Tools: Figma, Amplitude, Microsoft Clarity, Hotjar, Maze, Storybook, Claude