# Iaroslav Serebrin

## Product UX/UI Designer

Thailand • Remote  tbhuxui@gmail.com  Bē https://www.behance.net/yaroslavtt  www.linkedin.com/in/iaroslavux

> Product Designer with 6+ years of experience designing complex B2B & B2C SaaS platforms, CRM systems, and mobile products — for both early-stage startups and established businesses. Helped launch 5 early-stage startups from 0→1 and improved live products for scaling companies (700k+ users). Delivered 55+ complete web and mobile projects end-to-end. I own the full design cycle — from discovery and user research to pixel-perfect UI and developer-ready handoff.

## Experience:

### ■ Senior Product UX/UI Designer

SYNC TECHNOLOGIES AE • Jan 2023 — Dec 2025

• Conducted competitive analysis of 4 platforms (AVIS, Hertz, Sixt, Turo) + UX research across 2 user roles — shaped the core product concept before a single screen was designed;
• Redesigned search & discovery UX — reduced user drop-off by ~35% post-launch;
• Optimized booking flows across web, iOS, Android — conversion and DAU up 12–18%;
• Built design system (80+ components) — cut design-to-dev time by ~40% across 20+ releases.

Working on: SYNC Car Rental Marketplace - Behance / Live / Mobile App

### ■ Senior Product Designer

Vibras • Jan 2022 — Oct 2024

• Redesigned 6 core modules of a live B2B SaaS (700K+ contractors, 50 US states) — 300+ screens as sole designer;
• Built design system from scratch — reduced time-to-market for new features by 25–30%;
• Redesigned proposal flow using templates — cut proposal creation time by 92%.

Working on: Vibras CRM - Behance / Live

### ■ UX/UI Designer / Product Designer

Contextial - Design Agency • Feb 2021 — Jul 2023

• Designed QRBrain from 0→1 — users reach first result in under 2 minutes;
• Analytics dashboard increased campaign optimization rate by 32%;
• Built scalable design system in Figma, accelerating feature delivery by ~35%;
• Additionally: delivered 3 additional web and mobile projects in parallel within startup timelines.

Working on:
QR Brain - Behance / Live
Remove Background - Live

### ■ Product UX/UI Designer

Freelance • Now 2019 — Present

• 45+ end-to-end projects across SaaS, dashboards, mobile apps, and e-commerce;
• Built scalable design systems across all projects — cut UI inconsistencies by ~50%;
• Sole designer in cross-functional teams: research → UI → handoff;
• Ran UX research, user interviews, and competitive analysis on each project — making sure design decisions were grounded in real user needs and business goals

## Selected Projects:

### ■ LIVE Mobile App Eval Expert — Car Evaluation & Decision Platform

Design for dashboards, admin panels, and a scalable design system

Available on Live App / Behance

### ■ IN DEVELOPMENT Web StartSourcing- B2B SaaS Marketplace

Product design for B2B sourcing marketplace that connects global buyers and suppliers

Available on Behance

### ■ LIVE Mobile App Coaching Records – Mobile App for Coaches, Athletes & Parents

Product design focused on session management, user flows, and interactive features

Available on Live / Behance

Full case studies available on Behance

## Skills:

- **UX:** Product Discovery, UX Research, User Interviews, Usability Testing, A/B Testing, Competitive Analysis, User Flows, Wireframes, Prototyping
- **UI:** Design Systems, Component Libraries, Responsive & Adaptive Design, Mobile (iOS & Android), High-Fidelity UI, Developer Handoff
- **Tools:** Figma, FigJam, Jira, Notion, Slack
- **AI Tools:** ChatGPT, Claude, Figma AI, Figma Make, Midjourney, Perplexity, Uizard
- **Collaboration:** Founders, Product Managers, Developers, Designers

## Languages:

**Russian:** Native **English:** B2