

Daniil Makarenko

Senior Product Designer | UX/UI Designer

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Location: Bangkok, Thailand · Open to relocation · Visa sponsorship for on-site roles · Remote / Hybrid / On-site · UTC+7 · Available in 2 weeks

SUMMARY

Senior Product Designer, 7+ years designing complex B2B and B2C products: Smart City and PropTech, messengers and social networks, EdTech, internal platforms. I lead projects from research and 0→1 concept through launch and design-to-code in React. I validate solutions through interviews, usability testing, A/B testing, and product analytics — a data-informed approach: internal systems from 8% to 23% DAU, inquiries to account managers –34%, and new feature delivery from 6 to 4 weeks.

LANGUAGES

Russian — Native

English — B2 — working proficiency, daily work with distributed teams

EXPERIENCE

Senior Product Designer — LO LLC

Part-time (~2 hours per day) · Remote · Sep 2025 – May 2026 · Dubai

Social platform with messaging, communities, profiles, content, media, and mobile experiences.

- Reworked the product UX where messenger, social network, and community converge — without copying Telegram and VK patterns.
- Led design and stakeholder management with a PM, 3 designers, and 3 developers: navigation, chats, profiles, media; resolved contentious decisions through a decision log.
- Reduced onboarding time by 20%, based on measurements taken before a major redesign: simplified registration steps, tips, and first launch.
- Built a design system and component library for iOS, Android, Web, and Tablet.
- Introduced design reviews and design-code reviews, and partially built React components — reducing development iterations.

Senior Product Designer — AVA Group / Avalin

Full-time, 4 days a week (office, then remote) · Sep 2025 – Present · Georgia

Smart City, PropTech, AI assistants, and enterprise digital ecosystems.

- Designed UX/UI for Smart City and PropTech products across the markets of Russia, Georgia, the UAE, Qatar, Bahrain, China, the US, Turkey, and France.
- Reduced the customer journey to a property shortlist from 9 steps to 5 and reduced errors by 27%.
- Increased sales by 13% and average order value by 18% in the first month of pilots across 4 companies through interactive property presentations and personalized demos.
- Took the Avalin Travel module through to pilots with RZD ("Poputchik") and Aeroflot: mobile module and onboard screen.
- Designed the integration of 3D virtual tours and real estate analytics with Domclick — Sber's mortgage and real estate platform.
- Built a master kit of 200+ infrastructure icons and a Figma → Unreal Engine pipeline; trained designers on the engine.

Senior Product Designer — Contract & Consulting Projects

Contracts, remote · Jan 2024 – Present

Full-cycle design, UX audits, design systems, and development support; managing multiple projects in parallel with varying workloads.

- Picaton (since Jan 2026, remote): 0→1 networking platform — concept, UX architecture, modular profiles, digital business cards, AI within UX.
- ONIX Stream and Iskra (Jun–Sep 2026, freelance): installation-free video meetings from concept to public beta; EdTech platform for students and teachers.
- Travel AI — agritourism and wine tourism commissioned by the French Ministry of Culture and government tourism bodies; evolved into the Avalin Travel module.
- Conducted UX audits and design reviews for product teams: navigation, user flows, visual hierarchy, and product logic.
- Implemented design-to-code through Cursor and MCP workflows; mentored designers through portfolio reviews, case studies, and a Telegram channel.

Senior UX/UI Designer — Affix Group

Full-time · Oct 2024 – Sep 2025 · Krasnodar

Client portal, internal systems, educational platform, and analytics dashboards.

- Conducted UX audits of client platforms: interviewed account managers and a focus group of 6 clients; aligned priorities with stakeholders — team leads and the focus group.
- Designed a self-service portal — orders, balance, documents, campaign analytics: requests to account managers –34%.
- Increased customer return rate by 19% and NPS by 11 points through transparent analytics instead of manual reports.
- Built a UI kit and component library; with the team, implemented guidelines and workflows (Asana instead of Bitrix), reducing new feature delivery time from 6 to 4 weeks.

Lead UX/UI Designer — Architecture Bureau “Dalee”

Full-time · Nov 2023 – Sep 2024 · Krasnodar

Corporate websites, interactive portfolio, digital presentations, and tender materials.

- Managed a team of 4 specialists: UX/UI, Webflow, visual communications, and contractors.
- Increased website conversion to leads from 1.4% to 2.1% through a new structure, navigation, and project presentation.
- Reduced the design approval cycle from 12 to 8 business days through regular reviews and unified standards.
- Designed an interactive portfolio: reduced tender material preparation from 5 days to 2.

Senior Web/UI Designer — Level Group

Full-time · Oct 2021 – Jul 2023 · Krasnodar/Kaliningrad

Corporate websites, landing pages, and digital funnels for real estate sales.

- Redesigned landing pages and information architecture: bounce rate from 61% to 48%.
- Increased average session duration from 34 seconds to 1 minute 12 seconds through step-by-step navigation.
- Increased page depth from 2.1 to 3.4 pages per session.
- Increased targeted online inquiries by 24% after launching three corporate websites.

Lead UX/UI Designer — AYAX (real estate network, 20+ offices)

Full-time · Mar 2018 – Aug 2021 · Krasnodar/Moscow

CRM, internal systems, HR portals, corporate websites, an employee learning platform, and a brand system for a real estate network of 20+ offices. Progressed from the development department (standards and office launches) to leading the internal digital products direction.

- Increased daily use of internal systems from 8% to 23% (DAU) and weekly use from 14% to 31% (Mixpanel).
- Retention of internal products: D1 — 38%, D7 — 21%, D30 — 11%.
- Increased engagement with the learning app from 12% to 29%; reduced intern onboarding from 6 weeks to 4.
- Implemented a design system and brand book across a network of 20+ offices: guidelines, checklists, websites, and brand platforms.
- Led a distributed team: 8 designers at headquarters and 20+ regional designers; introduced design critiques, strategic workshops, mentoring, and a growth framework; accelerated design task delivery by 20%.

EDUCATION

Development, Maintenance, and Security of Information Systems — Synergy University

2020 – 2024

Information Systems (Bachelor's Degree) — Kuban State University, Krasnodar

2018 – 2022

SKILLS

Product Design: UX architecture, Interaction design, Information architecture, Visual design and UI, Wireframing, Prototyping, Design systems and tokens, Component libraries, Product discovery and JTBD, Accessibility (WCAG 2.2 AA): contrast, touch targets, labels, focus, Cross-functional teams (Agile / Scrum)

Research & Data: User research, User interviews, Usability testing, A/B testing and hypothesis validation, Product analytics (Mixpanel), Retention and funnels, UX audits, Quantitative research: product analytics, A/B testing

Platforms & Craft: iOS, Android, Web, Tablet, Responsive design, HIG and Material Design, Motion and micro-interactions (Lottie), Touch interfaces and kiosks, Localization (RU / EN / FR)

Tools & Engineering: Figma (variables, auto-layout, prototypes), React, HTML / CSS, Design-to-code, AI-assisted design (Cursor, Claude), MCP workflows, Handoff and specifications