

Danil Savchenko

Product Design Leader

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SUMMARY

Product design leader with 10+ years in FinTech, SaaS, and marketplaces. I build product vision, design systems, and team operating models — and right-size each to team maturity, product stage, and company context rather than impose templates. Track record: 12x GMV in T-Bank's lifestyle services, scaled the City design team from 5 to 20 designers, Time-to-Market cut by 30%+, 10x increase in mortgage applications at Cian, and the launch of Russia's first online consumer-loan marketplace at Sravni.ru.

EXPERIENCE

Head of Product Design — AI Agents Platform

Sber · Mar 2026 – Present · Moscow, Russia

Sber — largest bank in Russia, serving an ecosystem of group companies across financial, lifestyle and B2B services.

- Owning the product vision and design operating model for an AI agent serving customers across Sber's ecosystem of group companies — a B2B2C platform where one agent connects consumer, business and partner-facing surfaces.
- Defining end-to-end agent product scenarios, conversational and task-oriented UX patterns, and the integration model with existing banking and ecosystem services.
- Building design processes, research integration into discovery, and team rituals required to ship agent-native UX at production scale.

Independent Product Design Consultant

RU Retail (NDA) · Oct 2025 – Mar 2026 · Remote

- Advised a leading Russian retail company on rebuilding their product design organization: design operating model, hiring and onboarding pipeline, design–research–product workflow, and rollout plan for a unified design system.
- Defined career frameworks for designers across grades and aligned design leadership with product and business priorities to reduce time-to-decision on cross-team initiatives.

Head of Design Group — Lifestyle Services (“City”)

T-Bank (Tinkoff) · Jun 2023 – Oct 2025 · Moscow / Yerevan

T-Bank — top 1 Eastern European digital bank, 50M+ clients.

- Scaled the City product design team from 5 to 20 designers; established hiring, onboarding, and career growth frameworks across grades.
- Led the strategic redesign of the City lifestyle services section, contributing to a 12x increase in GMV (Jun 2023 – Jun 2025) and turning it into a key engagement driver inside the super-app.
- Drove e-commerce marketplace integration into the core banking app, defining a user journey that doubled feature retention.
- Co-led a new product workflow centred on feature effectiveness and development cost; cut Time-to-Market by 30%+.
- Calibrated the team's operating model to its growth stage — planning rhythm, design rituals, and decision-making redesigned as the team scaled from 5 to 20.

Director of Product Design

Xsolla · Jun 2022 – Feb 2023 · Remote

Xsolla — global video game commerce company.

- Directed design strategy across 20+ product teams, aligning expectations and unblocking delivery for account and service platforms.
- Initiated and led a company-wide design system with a unified component library.
- Designed planning, feedback and peer-review rituals tailored to each team's maturity and product area — process varied by intent, not by template.

Associate Design Manager

Xsolla · Nov 2021 – Jun 2022 · Moscow / Remote

- Led product vision and discovery for the Game Investment Platform; shaped the MVP roadmap and core value proposition.

Lead Product Designer

Sravni.ru · Dec 2020 – Nov 2021 · Moscow

Sravni.ru — leading Russian financial services comparison platform.

- Led product design for Russia's first online consumer-loan marketplace from concept to launch; guided the team through 14 rapid iterations of the core user flow under shifting AML/KYC and Central Bank constraints.
- Designed a profiling-based loan selection feature that increased application conversion and revenue per customer by improving loan-to-customer matching.
- Initiated and built the company's first design system; replaced 5 fragmented UI kits with a single source of truth.
- Established a mentorship program for junior and mid-level designers.

Senior Product Designer

Cian Group · Sep 2018 – Dec 2020 · Moscow

Cian — leading online real estate marketplace in Russia.

- Designed and launched a mortgage marketplace from MVP to profitability; simplified a complex application process for users with high financial anxiety.
- Built a mobile-first onboarding flow (320–380px) shipped via webview; reduced user friction, increased conversion from visit to application 10x, and contributed to a 75x profit increase for the line.

Earlier

Architech.nyc · PrintBar · GUIDE Magazine · TR-Media · Yumacom · 2013 – 2018

- Product Designer at Architech.nyc (2018) — designed a modular logistics interface system and a transportation management tool integrated with messengers.
- Product Designer at PrintBar (2016–2018) — simplified ordering UX and packaging touchpoints; +11% net profit in a single A/B test cycle.
- Co-founder and Art Director at GUIDE Magazine (2014–2016); earlier roles in branding and editorial design.

SKILLS

Leadership & Strategy: Product Strategy · Design Leadership · Cross-functional Leadership · Hiring & Team Scaling · Design Operations · Stakeholder Management · Coaching & Mentorship

AI & Emerging Tech: AI-native UX · AI Agent Product Design · Conversational Interfaces · B2B2C Platforms · Recommendation Systems · LLM-driven workflows

Product Design Craft: Product Vision · UX Research · Discovery · Usability Testing · Design Systems · User-Centered Design · Mobile Design (iOS, Android) · Prototyping · Information Architecture

Domains: FinTech · Banking · Marketplaces · E-commerce · SaaS · Lifestyle / Super-apps

Tools: Figma · Sketch · Adobe Creative Suite · Notion · Miro · FigJam

EDUCATION

Kuban State University, Krasnodar · Journalism / Copywriting · 2010 – 2015

LANGUAGES & WORK AUTHORISATION

Languages: Russian — Native · English — Professional working proficiency (advancing toward fluent) · French — Beginner (in progress)

Work authorisation: Russia, Armenia, Georgia. Open to visa sponsorship for EU, UK, UAE.