

# Sergey Samurov

Product Designer · iGaming · Design Systems · UX Analytics

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## SUMMARY

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Product Designer with 4+ years in iGaming. Owned design end-to-end at an iGaming startup, covering design systems, user behavior analysis, and team leadership. Shipped 16 white-label casino products. Combines data-driven design with technical fluency in Figma API automation and AI-assisted production workflows.

## EXPERIENCE

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B2B/B2C iGaming Product Company — NDA

### Product Designer

Jan 2023 — Present

- Redesigned the mobile pre-deposit registration flow, lifting form completion **from 69% to 78%**.
- Co-built a Figma API token-export tool, cutting UI kit handoff **from 5 business days to 2 hours**.
- Redesigned the user profile end-to-end, reducing mobile bonus-page drop-off **from 9% to 3.4%**.
- Owned visual direction for **8 of 16 white-label products** launched to production, from theme and color system to UI kit adaptation.
- Built and evolved **design systems from scratch**, structuring component libraries and design tokens to support multi-brand theming.
- Analyzed user behavior with **Hotjar and Google Analytics**, auditing core pages and competitor products.
- Produced video banners through a full AI pipeline, from concept to seamless transparent loops **under 1 MB**.
- Led the design team, owning new-product estimation, the full hiring cycle, and mentoring.

### UI/UX Designer

Mar 2022 — Jan 2023

- Adapted UI kits for white-label casino launches on a shared platform.
- Designed promotional landing pages and produced vector and raster assets for casino campaigns.
- Prototyped an adaptive banner system, defining product logic, usage scenarios, and component structure.

## SKILLS & LANGUAGES

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**Product design:** Design systems, wireframing, prototyping, user flows, responsive web & mobile, localization-ready layouts, information architecture, gamification features.

**Research & analytics:** Hotjar (heatmaps, session recordings), Google Analytics, UX audits, competitor analysis.

**Graphics:** Raster & vector graphics, product banners, presentations, brochures, brand books.

**Tools:** Figma, Miro, Jira, Confluence, Photoshop, Illustrator, Blender 3D.

**AI tools:** Claude Code with Figma MCP, Midjourney, Nano Banana Pro, Seedance 2.0, Krea.

**Leadership:** Team management, hiring, mentoring, estimation, cross-functional collaboration.

**Languages:** English (Intermediate), Ukrainian (Native), Russian (Advanced).

## EDUCATION

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Zhytomyr State Technological University

Dec 2018

Master's Degree in Automobile Transport