

# Alexander Vorobyov

Lead Product Designer

## Profile

A cross-platform Lead FinTech Product Designer with 8+ years of experience creating top-tier products for European and Russian companies. Shipped 15+ products used by 130M+ users across 5 countries – from corporate B2B payments to consumer wallets.

## Employment History

### Lead Product Designer

Tutu · Aug 2024 – Present

Built the fintech product from zero as the sole designer on a 12-person team. Designed wallet, KYC, cashback, and BNPL – growing wallet turnover  $\times 128$  in 2025. BNPL exceeded credit products  $\times 14$ . Q1 2026: wallet grew  $\times 2$ .

### Senior Product Designer

Yandex · Dec 2023 – Aug 2024

Designed core features for Yandex Go for Business (60M+ MAU): launched Promo Codes across 10 Yandex services and introduced overdraft management for business accounts (web + mobile).

### Senior Product Designer

Alfa-Bank · Oct 2021 – Sep 2023

Designed and launched 4 products for small businesses and B2C. Improved VOC by 4.3% (4.65 $\rightarrow$ 4.85), increased market share 2% and commission income 5% in a year. Mentored 4 designers. Awards: #1 Business Mobile Banking 2022, #1 Business Internet Banking 2022.

### Senior Product Designer

Finom · Sep 2020 – Aug 2021

Designed gamified onboarding for iOS and Android, boosting engagement with core services (multibank, invoicing). Increased activation by 8% in Germany and 13% in France.

## Education

Bachelor – Bashkir State Pedagogical University

named after M. Akmulla, Ufa

September 2014 – July 2019

## Details

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## Links

alexvorobyov.com

linkedin.com/in/wor-obey

## Skills

Product Design

UX/UI Design

Visual Design

Figma

Sketch

Adobe PS / AI / XD

Design Thinking

User Research & Testing

Wireframing & Prototyping

Product Metrics

Information Architecture

Usability Testing

HTML & CSS

JavaScript

## Languages

English B2

Russian Native