

Vyacheslav Maletskiy

Product Designer

Worldwide • Remote

Portfolio	maletskiy-design.ru
Telegram	@maletskiy
LinkedIn	linkedin.com/in/maletskiy
Email	maletskiy-designer@gmail.com

About

10+ years designing products for finance, blockchain and B2B. I run design alongside product and engineering: hypothesis, prototype, validation, release, metric

I have worked with such companies as Yandex, EMCD, Blockchair, Gazprombank, Sber, VTB, Adapty, Brusnika, Groom etc.

Latest Projects

2025 — 2026

EMCD — Crypto • Fintech

Senior Product Designer

- Designed crypto cards from scratch; 14% of users opened a card in first 2 months
- Redesigned into multicards; conversion +12.4%
- Redesigned withdrawals (wallet/email) and added phone option; transactions +8% monthly
- Improved withdrawal UX with address books for all methods
- Designed EMCD Explorer (address/tx/block); 3,200 MAU, 4.8% conversion, 83% of registered users complete target actions
- Optimized design process; reduced TTM by 15–20%

2024 — 2025

Blockchair — Blockchain

Senior Product Designer

- Increased avg. session duration by 12% via navigation, homepage, explorer pages redesign, mobile optimization, and improved search
- Increased MAU by 8% by adding partner showcases to key explorer pages
- Reduced TTM by 2× through design process improvements and task automation
- Grew X audience by 16% via higher posting frequency and improved content with animation

2023 — 2024

Gazprombank Investments — Fintech • Trading

Senior Product Designer

- Increased avg. session time by 7% via in-app stories
- Redesigned chat with chatbot; support load –20–30%
- Increased brokerage account conversion by 16% through simplified flows and improved UX
- Reduced support requests for IC opening/transfer by 10–15%.
- Increased test completion conversion by 12% via onboarding, hints, and feedback
- Reduced dev load by 2× and sped up design by unifying web (adaptive) and syncing with app (97%); redesigned navigation and set design principles

Other Projects

2022 — 2023	Adapty • Senior Product Designer	Purchase
2022 — 2023	VTB Cifra • Senior Product Designer	Fintech
2021 — 2023	AdMarket • Senior Product Designer	Advertisement
2020 — 2021	Brusnika • Middle Product Designer	Real Estate
2019 — 2020	Yandex Browser • UI/UX Designer	Software
2017 — 2019	Exbico • UI/UX Designer	Fintech
2016 — 2017	Beavers Brothers • UI/UX Designer	Digital Agency
2015 — 2023	Freelance • UI/UX, WEB Designer	All

Hard skills

Figma • Claude • DeepSeek Harness
Design Thinking • CustDev
Prototyping • Usability Testing
Discovery • UX Research • CJM • JTBD

Jira • YouTrack • Trello • Notion
GA • MixPanel • Hotjar • Amplitude
Framer • Webflow • Tilda

Soft skills

Curiosity
Emotional Intelligence
Cognitive Flexibility
Scrupulousness

Cross-platform Adaptive Thinking
Creativity
The Eternal Peace of a Pure Mind

Interests, Hobbies

Vibe Coding
Web Development
Crypto Investments
Music
Cinema

Basketball
Volleyball
Computer Games
Travel
Bycicle

Languages

Russian • Native
English • B1 (Intermediate)

“Design is not just what it looks like and feels like. Design is how it works”

Steve Jobs

© 2026