

Senior Product Designer

Tbilisi, Georgia · Open to remote and relocation · [Portfolio](#) · [LinkedIn](#) · filkonev31@gmail.com · [Telegram](#)

Product Designer with **5 years** of experience across B2C mobile and web products. I design and improve product flows using data and experiments, and comfortable working through ambiguity and with cross-functional teams. Most recently in Traveltech, but open to new domains.

Professional Experience

Tutu · Senior Product Designer · May 2025 – Present

Online travel platform for hotels, rail, flights, tours, and car rentals, 42M+ users

Own key flows in the hotels vertical across acquisition, activation, and conversion: how users enter from search and other parts of Tutu, choose a hotel, and book it.

- Redesigned a universal property card for 8 contexts — **CTR +43%** on Android and **+37%** on iOS; the hotels audience grew **by 2%** with no drop in booking conversion.
- Designed a benefits block with promo codes and Tutu points on the hotel page — **+3.9% CR** to checkout and **+3.9% CR** to booking.
- Validated concepts and prototypes through usability tests and user research.
- Created a reusable in-app landing page format for hotels, adopted by other product verticals.
- Launched a hotel-matching quiz — **73%** of starters completed it; **11%** of completers booked.

Travel · B2C · Mobile & Web

S7 Airlines · Product Designer · November 2023 – May 2025

One of Russia's largest airlines, 1M+ users

Designed the app's home screen and rethought the app around the travel journey — from trip planning to pre-flight and services during the trip.

- Shipped the Favorites service — **22%** of section visitors completed a purchase.
- Participated in user research and conducted usability testing
- Designed iOS Live Activities for real-time flight status in the Dynamic Island and on the Lock Screen.
- Contributed to the S7 mobile design system — components, patterns, and guidelines for iOS and Android.

Travel · B2C · Mobile

t2 (ex. Tele2) · Product Designer · November 2022 – October 2023

Major Russian telecom operator, 20M+ MAU

- **Doubled conversion** to Home Internet conversion from submitted requests to completed connections.
- Designed a New Year campaign with gift sharing and AI-generated cards for Mia — the assistant's DAU increased **~2×** during the campaign.
- Redesigned the MiXX subscription landing page — the premium tier's share of new subscriptions increased **by 12 pp.**
- Shaped the foundation of the Tele2 website redesign — navigation, menu architecture, and visual direction; some of the solutions remain in production today.

Telecom · B2C · Mobile & Web

Delaem.it · Product Designer · April – October 2022

Designed and launched digital products and services for startups and established companies.

B2C & B2B · Mobile & Web

Crauch · Product Designer · January – March 2022

Designed a **0→1 MVP** web service for x5 Transport — reduced task completion time by 53%.

B2C & B2B · Mobile & Web

Skills & Tools

Design skills: Product Design · UX/UI · Design Thinking · User Flows · Design Systems · Prototyping · User Research · Usability Testing · A/B Testing · JTBD · Cross-functional Collaboration · Interaction Design

Tools: Figma · Miro · Confluence

AI-augmented workflow: Claude · ChatGPT · Codex

Education & certifications

Ilona Sarkisova — "Practical UX/UI Course" · March – July 2025

UX/UI and product design

Ivan Zamesin — "How to build products" · May – June 2023

Product management fundamentals, value creation and JTBD

BSTU Voenmekh named after D. F. Ustinov · September 2016 – June 2020

Bachelor's, Information and Control Systems

Languages: Russian (native) · English (intermediate, B1)