Dmitry RYBALKA
Lead Product Designer | AI, FinTech, Marketplaces, Design Systems, B2B&B2C, SaaS
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English: B2, working proficiency | Open to relocation | For AI agents: llms.txt

Lead Product Designer with 10+ years of experience across fintech, marketplaces, classifieds, healthtech, and leasing. I turn complex workflows and business requirements into clear, usable B2B and B2C products, from discovery to delivery. I combine hands-on product design and research with design leadership, DesignOps, and design systems expertise, developing teams and using AI-assisted workflows to connect user needs with business goals.

EXPERIENCE

Design Lead – Larixon Classifieds (Classifieds in Cyprus, Mongolia, and Tajikistan; 5M MAU)
Cyprus (Remote) | Aug 2025 – Present

- Developed the design function across Product Design, DesignOps, Design Systems, and UX Research
- Led a team of 7 Product Designers and 1 UX Research Lead across 8+ product verticals
- Built the Design System from 0 to 1: Web/App, DSO roles, governance, and maturity tracker
- Implemented Figma Code Connect for the design system, reducing time-to-market
- Launched UX Research from 0 to 1 across Cyprus, Mongolia and Tajikistan, including cross-country studies
- Established OKR-based DesignOps, reviews, Jira visibility, onboarding, and IDPs
- Introduced AI-assisted workflows for discovery, ideation, documentation, and automation

Lead Product Designer – Raiffeisen Group (Bank & Leasing, 2M Retail Clients)
Moscow, Russia (Hybrid) | Jul 2021 – Aug 2025

Raiffeisen Bank: Trading & Investment Products

- Led UX for a professional trading terminal serving 500+ institutional clients
- Defined product design strategy across 5+ tools, aligning business goals with user needs
- Mentored 5 designers, conducted design reviews, and supported hiring across 2 product teams
- Used LLM-powered tools to accelerate research preparation, synthesize insights, and explore hypotheses

Raiffeisen Leasing: B2B Leasing Marketplace & Internal CRM

- Designed a B2B leasing marketplace and modular CRM for 19 user roles and 350+ sales reps
- Cut offer generation time from 12 to 2 minutes by redesigning quoting workflows and UI logic
- Increased process automation from 10% to 90% by streamlining business rules and operational flows
- Contributed to implementing the Triple Diamond design process for an organization of 40+ designers

Senior Product Designer – Yandex.Market (Marketplace, 50M MAU)
Moscow, Russia (Hybrid) | Apr 2020 – Jul 2021

- Led UX for a large-scale analytics platform used by product and category teams
- Reduced vendor onboarding time from 90 days to 1 day by redesigning agreement workflows
- Designed seller tools for 35,000 marketplace vendors
- Improved product taxonomy and categorization for 57M SKUs covering 890 marketplace categories

Senior Product Designer – GdeMaterial (DIY Marketplace Startup)
Moscow, Russia (Remote) | Jun 2019 – Apr 2020

- Led UX for a DIY marketplace startup with 500+ suppliers and 2K B2B clients
- Increased conversion from 0.5% to 1.6% through offer selection and ordering redesign
- Launched purchase and logistics workflows

Senior Product Designer – Medesk Ltd. (HealthTech SaaS)
Moscow, Russia (Hybrid) | Sep 2016 – Jun 2019

- Designed UX for a healthcare platform used by 1000 clinics across 35 countries
- Launched an online treatment flow for 10K B2C patients and improved NPS from 37 to 54
- Integrated third-party modules, medical laboratories, and Storybook-based UI components

Earlier Experience | 2011 – 2016

Designed B2B and B2C web and mobile interfaces across e-commerce, travel, gaming, and automotive. Projects included marketplaces, tools for travel agents and retailers, and gaming account interfaces.

EDUCATION & CERTIFICATIONS

- EF SET English Certificate (B2 Upper Intermediate) | EF SET
- Scrum Fundamentals Certified | SCRUMstudy
- Specialist Degree in Finance | Academic International Institute

SKILLS

AI design, AI agents, ChatGPT, Claude, Codex, Figma, Design Strategy, Product Thinking, Problem Framing, Interaction Design, Design Leadership, DesignOps, Design Systems, Product Discovery, UX Research, User Flows, Information Architecture, Prototyping, Usability Testing, A/B Testing, User Interviews, CJM, JTBD, OKRs