

Evgenii Kovalev

Senior / Lead Product Designer

Work experience

3Commas / Senior Product Designer

Tallinn / remote · Full-time

Nov 2024 — Present

- Took an AI assistant from 0→1, reaching 24% chat-to-bot-creation conversion and 32% to first action.
- Redesigned 30+ registration and login screens (+60% new-user activation) and simplified the DCA builder (+27%).
- Reworked a dense, data-heavy statistics page across 10+ trading states, and ran 28 user interviews to steer iterations.
- Owned end-to-end design across web and mobile, and tightened design, product, and engineering collaboration, lifting a two-designer-plus-freelancer team's output.

Waves Tech / Lead Designer

UAE / remote · Full-time

May 2022 — Oct 2024

- Led and launched four products from scratch (wallet, portfolio manager, exchange widget, on-chain names) on a shared design system.
- Grew activation from 34% to 71% and cut drop-off from 70% to 30%.
- Designed an embeddable exchange widget, the top revenue driver, and shipped a web-app path for app-store listing.
- Led a team of two designers with reviews, demos, and delivery reporting; grew the user base around 230% in a quarter.

PIK Group / Senior to Lead Product Designer

Moscow · Full-time

Dec 2019 — May 2022

- Redesigned the core resident app, improving key product metrics 30–80% and lifting flow completion to 93%.
- Convinced the company to adopt metric tracking, and raised store ratings from 3.3 to 4.7 via research and survey loops.
- Ran design reviews with one designer and a freelancer, and led the team's migration to Figma.
- Grew from Senior Product Designer to Lead on the strength of the results.

Cybercube / UI/UX & Product Designer

Ukraine · Full-time

Sep 2017 — Jun 2020 · design support from Dec 2019

- Ran the full startup design cycle: product, brand, marketing, and the investor story.
- Designed the investor-facing site and materials for an ICO that raised over \$1M.

Links & contacts

edge174@gmail.com

ekovalev.pro



Spain · Remote

Education

Russian-British Institute of Management

2009 — 2012

BA, Graphic Design

Skills

Design

Product discovery, design research, user interviews, JTBD, information architecture, A/B testing, interaction design, prototyping, data-dense & dashboard UI, design systems

Leadership

End-to-end process, roadmapping, cross-functional work, mentoring

AI & code

LLMs & prompting, Claude Code, Cursor, prototypes & small code changes

Tools

Figma, Sketch, Notion, Amplitude, Sentry, Miro, Maze, Jira, Adobe CC

About

I design fintech, SaaS, and B2C products and the systems behind them. I work across the full product lifecycle: from discovery to delivery, and focus on shipping experiences that improve business and user outcomes. In design since 2012.

I stay hands-on in code, prototyping and shipping small front-end changes with AI dev tools like Claude Code and Cursor, so I can validate real interactions rather than static mockups.