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Dzeny • Product Designer

November - Present

Developing an AI product for psychological support (mobile & web). Working on a rapidly growing product where quick decisions had to be made and implemented, directly interacting with the CEO.

Increase user engagement and retention through a gamified experience and a more conversion-oriented top funnel—this involved enhancing the landing page's effectiveness and maintaining regular app interactions.

- Developing scenarios within the existing product framework.
- Formulating product solutions and hypotheses.
- Redesigning the landing page with a focus on conversion (using vibecoding & AI tools).
- Releasing Dynamic Island activities to boost retention in the first week of usage.
- Establishing initial design processes for the product at an early stage.

Results and Achievements

- WAU increased by 5%.
- D7 Retention improved by 12%.

T-Bank • Product Designer

March 2024 - September 2025

HR tools for the personnel management team (HRA) with various roles (recruiters, hiring managers, candidates).

Internal systems for employees and a 'Jobs' section in the bank's mobile app for candidates, as well as client interfaces. Reduce the time to fill vacancies and increase candidate conversion through the funnel.

- Designing user scenarios and information architecture.
- Developing interactive prototypes in Figma for hypothesis testing.
- Analyzing user behavior and working with product metrics.
- Maintaining and scaling the design system (tokens, components, UI consistency).
- Collaborating in cross-functional teams consisting of product managers, analysts, and development teams.
- Creating new screens within the ecosystem.
- Conducting competitor analysis, benchmarking, and working with UX trends.
- Developing user scenarios from scratch.
- Conducting usability tests, A/B testing, and in-depth interviews.
- Design reviews during implementation.
- Working with legacy products.

Results and Achievements

- Reduced average candidate hiring time from 14 to 10 days.
- Increased hiring conversion from 5% to 8% (approximately 625 hired candidates monthly instead of 500).
- Decreased the percentage of 'undesirable candidates' from 30% to 25%.
- Reduced candidate selection time by ~2 days.
- Transferred web service functionality to the T-Bank mobile app in record time.

Supra • Product Designer

January 2023 - March 2024

Developing digital products for the Supra restaurant chain. Working with a dual product: customer booking and internal restaurant management system, where it was necessary to unify disparate operational processes into a single platform. High decision-making speed on-site, direct dependency of UX on real operational scenarios, and the need to reduce friction during booking and cancellations. Enhance booking efficiency and operational manageability of restaurants through a unified digital platform.

- Redesigning for two product directions: customer booking (mobile/web) and internal restaurant management system.
- Conducting in-depth user interviews and quantitative surveys.
- Building CJM and user flows.
- Formulating and testing hypotheses through usability tests.
- Designing UX flows and prototyping solutions.
- Design reviews during implementation.
- Interacting with stakeholders (restaurant owners, operational staff).
- Working in a cross-functional team with developers.
- Participating in the architecture of unifying 5 disparate systems into a single platform.
- Relying on metrics: booking time, cancellations, table turnover.

Results and Achievements

Reduction of booking time from 13 to 3 minutes

Decrease in cancellations by 30%

Increase in table turnover by 1.3 times

Integration of 5 disparate systems into a single platform, which improved рабочие процессы ресторана