

Ivan Serbinov

Lead Product Designer · Design Systems

Moscow, Russia · remote preferred, open to any format
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SUMMARY

Product designer with 12 years of experience, the last 6 focused on design systems. Built a design system from scratch at NLMK, unified three design systems behind one token system for 70+ back-office products at ecom.tech, and now drive the Blocks layer of T-Bank's TUI design system. Led design teams of up to 8. Work at the intersection of design and engineering and build my own tooling.

EXPERIENCE

T-Bank · Senior Design System Designer, TUI design system Mar 2026 – Present

- Own the design direction of Blocks, the functional layer between TUI components and product pages: 600+ shared blocks used by 74 product teams across 4 web surfaces, with a focus on the personal account
- Set the rules and processes for creating, redesigning and maintaining blocks; introduced templates and guides that made designers full participants in the process
- Lead a designer and a design intern; coordinate engineers and product teams; led block migration and adaptation for iPhone Duo
- Built tooling: TUI Doc Builder (Figma plugin, docs from Markdown) and site-flow-mapper (TypeScript, Playwright)

ecom.tech (formerly Samokat.tech) · Design System Lead Apr 2024 – Jan 2026

- Led the back-office design systems of Samokat and Megamarket: 70+ products on 3 design systems (Funbox, Rampa, Spine)
- Unified the three systems on a single token system across React, React Native, Vue, SwiftUI and Compose; added themes, typography and motion tokens
- Set up shared design and engineering processes and Storybook documentation; ran a component accessibility audit and wrote a11y guidelines
- Features ship 40% faster (internal audit); NPS of all 3 design systems grew over the year, Rampa's to 8.6

NLMK · Designer and Creator of the Design System Jun 2022 – Apr 2024

- Built Design System 2.0 from scratch for manufacturing and MES interfaces, replacing a re-themed Material UI
- Designed a 4-tier token architecture in Tokens Studio; 46 core components in design and 40 in code; versioning and docs together with engineering
- Shipped an open-source part: ds.nlmk.com, Figma kit, Storybook and an npm package with 280+ releases to date
- About \$1M in estimated annual savings (internal estimate); satisfaction index 8.1/10; state software registration certificate

SberEducation (SberClass) · Senior Product Designer Jul 2021 – Jun 2022

- Designed the learning-process flow of school platform v4.0 in two versions, Lite and Pro, for students, teachers and school admins; ran CJM and school research; contributed to the UI kit

Tetrika (VK project) · Design Team Lead Aug 2020 – Jun 2021

- Built the in-house B2C online learning platform while the company grew 900% in a year
- Grew the design team from 2 to 8; set design strategy, roadmap and hiring with the CEO and CTO
- Built the design system; ran research, CJM and A/B tests: reordering one form's fields lifted leads by 35%

Earlier 2014 – 2019

- **OWEN Education, China** · Senior Product Designer, 2018–2019: online English school inside WeChat, landing pages, the school's textbook
- **Element Group, USA** · Design Team Lead, 2017–2018: marketing and product visuals for 4 blockchain projects; managed 5+ contractors
- **International media company** · Graphic Design Team Lead, 2014–2017: website, app and social media redesign; led 4 designers and a motion designer; site traffic grew from 400K to 1M daily visits

SKILLS

Design	Design systems, design tokens, product design, UX/UI, interaction design, design strategy, prototyping, accessibility (WCAG 2.2)
Tools	Figma, Tokens Studio, Storybook; working knowledge of React, React Native, SwiftUI, Compose; AI: Claude, Codex
Talks	ULCAMP 2025 and 2026 talks on design systems; vc.ru article (2025); guest workshop at Bang Bang Education (2024)
Languages	Russian (native), English (C1)
Education	Degree in Political Science