

Seva Shaposhnikov

Senior Product Designer | Growth & Design Leadership

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Product designer with 10 years across B2B SaaS, creative AI and edtech. I define product direction and design experiences across acquisition, activation and monetization. Former Head of Design, with experience hiring and leading a team of product and marketing designers.

WORK EXPERIENCE

Recraft Senior Product Designer Jul 2025 - present

- Own onboarding, pricing, paywalls, paid offerings and churn prevention. Set growth priorities and design experiments, taking on product management responsibilities in selected projects.
- Design core product features: home page, editing templates, inspiration collections, mockup creation and style library.
- Design the mobile app across AI generation, editing, file management and export.
- Own the website's homepage and SEO landing pages, connecting acquisition with the product.

Miro Product Designer Jul 2020 - Jun 2025

- Joined as Miro's first growth marketing designer and helped build the function as the company grew from **3 million to 80 million users**.
- Designed paid-feature discovery and upgrade journeys, helping users understand paid plans and complete purchases.
- Led design for email activation and engagement experiments; built and maintained the email design system across Lifecycle and Marketing.
- Redesigned and A/B tested SEO landing pages, template discovery and conversion flows. The redesigned Templates section saw **26% more new users** after launch.

Netology Product Designer, then Head of Design Mar 2017 - Jul 2020

- Led and mentored **four product and marketing designers, hiring two**. Set design direction across the website, learning platform and communications.
 - Designed sign-up, course discovery and purchase journeys, and helped establish the company's first growth team.
 - Led a company-wide rebrand with external agencies and the internal team, adapting the identity across product and marketing.
 - Owned product design and product management for an internal page builder, enabling marketing and content teams to publish with minimal design and engineering support.
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SKILLS

UX/UI design · Interaction design · Prototyping · User research · Design systems · Figma
Product strategy · Growth design · A/B testing · Conversion rate optimization (CRO)
Design leadership · Team management · Hiring & mentoring

TEACHING & AWARDS

Eight years teaching design at Netology, GeekBrains and Foxford; mentoring designers and startups.

Really Good Emails, 2024 - Best Welcome Email

Unpacked Awards, 2025 - 2nd place, Best Campaign Design

EDUCATION

Master's in Journalism; postgraduate studies in Cultural Studies
Yaroslavl State Pedagogical University

Designing Interfaces: UX Design from Strategy to Testing - Netology

Languages: English - Professional working proficiency / Russian - Native