

Arkadii Grebennikov

Valencia, Spain

[linkedin](#) vokinneberg@gmail.com vokinneberg.com

Product designer with 15+ years across consumer platforms, SaaS tools, and complex B2B products — including three years as Head of Design at a creator platform. Led design systems from scratch, simplified multi-role workflows for enterprise clients in banking and insurance, and delivered end-to-end product cycles from discovery to production. Strong Figma practitioner, close collaborator with engineering, and using AI tools daily.

Skills: Product Design, Interaction Design, Information Architecture, Design Systems, Figma, User Research, Prototyping, B2B SaaS, Visual Design, AI-assisted Design, Framer, HTML/CSS

Professional Experience

Apr 2025 – May 2026

Altery, Senior Product & Web Designer

A fintech startup building multi-currency accounts, cross-border payments, and card products for personal and business customers. FCA-regulated EMI, UK and EU. Remote, London.

- Led the design and evolution of the company's web presence end-to-end — built in Framer with custom code, third-party integrations, and AI-assisted solutions.
- Designed a multi-locale product across UK, EU, and Cyprus with jurisdiction-aware content flows and conditional feature availability across multiple markets.
- Built a CMS-driven template system enabling the marketing team to independently create and publish campaign pages — removing design as a bottleneck.
- Contributed to the website relaunch that doubled monthly traffic to 70K+, redesigning key conversion flows, page templates, and content structure.

2021 – 2024

Stages, Head of Design

A platform enabling video creators to build and monetize their own streaming services — a complex product serving both creator businesses and their end audiences. B2C, 50,000+ users.

- Built two interlinked design systems from scratch — one for creators, one for viewers — covering every product surface from components and tokens to interaction patterns and editorial guidelines.
- Led a team of 6 designers — setting quality standards, running critiques, and building processes that scaled design independently of engineering bottlenecks.
- Ran lean product discovery by building clickable prototypes and targeted landing pages to test new product directions with real traffic — validating fit before committing to development.
- Produced 300+ ad creatives and 30+ conversion-focused landing pages — building reusable template systems and iterating based on campaign data.

2019 – 2021

JUGRU Group, Senior Product Designer

A portfolio of complex, highly technical conferences for experienced software developers.

- Designed 3 distinct account types — for speakers, programme committee members, and participants — each with separate workflows, role-based permissions, and task flows across a shared platform.
- Built an internal ticket management tool for bulk purchases, distribution, and reassignment across departments, reducing processing time by 3×.

- Visitor return rate doubled after the personal accounts launch, enabling ongoing communication with attendees even after job changes.
- Pivoted the full product to an online conference platform during COVID-19 lockdowns, launching the first version in 2 months.
- Built an interactive virtual expo area with partner booths explored by 1,000+ participants.

2018 – 2019

Webka, Senior Product Designer

An interactive platform for hosting live video streams and unlocking creator revenue.

- Designed the full product end-to-end: user profiles, broadcast scheduling, live/private/personal broadcast modes, offline video player, and a real-time broadcast discovery map — 400+ layouts across all states and screens.
- Art directed and shipped the companion mobile app alongside 2 designers — live on the App Store.
- Presented product vision, prototypes, and animations to 3 investors across multiple review rounds.
- Led post-launch marketing efforts: 5+ landing pages and 20+ ad creatives.

2012 – 2018

Agencies, Designer / Art Director

Collaborated with top-tier Russian digital agencies including Agima, ONY, and Family — designing B2B portals and workflow tools for clients in finance, insurance, banking, and e-commerce.

- Designed account portals and workflow tools for enterprise clients in finance, insurance, and banking — complex, regulated environments with multi-role systems, compliance requirements, and distinct user journeys for administrators, operators, and end users.
- Led client briefings to identify problems in existing products and shape design direction across web, mobile, and touchscreen interfaces.
- Won tenders for enterprise clients across retail, insurance, and banking — delivering end-to-end design for high-traffic, business-critical products.

2011 – 2020 (parallel to full-time roles)

Freelance, Designer

- Completed 100+ projects ranging from landing pages to large-scale interactive museum installations, including hiring teams for architecture and development.
- Designed and shipped consumer mobile apps end-to-end for international markets: Seneka (children's education, US) and Yalla Market (grocery delivery, Dubai).
- Supported 5+ digital agencies in winning tenders for enterprise clients across retail, banking, and insurance.

Personal Projects

- Built Not Today — an iOS app that scores daily habits in life-minutes gained or lost, using Claude Code and Cursor with no prior Swift experience. Includes Apple Health integration and AI-parsed natural language input.
 - Built a Telegram bot that takes a grocery list or dish name in any language and adds ingredients to a Mercadona cart automatically — a multi-step agentic workflow with human handoff at payment.
 - Built a news translation bot that scrapes Spanish news and rewrites articles to a chosen language level (A1–C2) — shipped to a real community of Spanish-speaking Russian speakers.
-

Education

2003 – 2008

