Viktoriya Latysh

Senior Product Designer

4+ years in B2B foodtech & fintech · UX research to A/B-tested launch · 70,000+ restaurant partners at Yandex Eats

CONTACT

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viktoriyalatysh

Portfolio
latvika.com

Location
Moscow, Russia

Open to relocation

CORE SKILLS

– UX Research & User Testing
– Data-Driven Design · A/B Tests
– 0–1 Flow Design
– Information Architecture
– Design Systems
– Cross-Functional Collab.
– B2B Product Strategy

TOOLS

Figma · Pixso · Miro

Jira · Notion

LANGUAGES

English   Professional
Russian   Native

EDUCATION

Bang Bang Education
UX/UI Design · 2024

Yandex Practicum
Graphic Design · 2023–24

Herzen University
BA, HR Management · 2015–20

ABOUT

Senior Product Designer with 4+ years in B2B foodtech and fintech at scale. Specialized in complex user flows, UX research, and data-driven design decisions — from hypothesis to A/B-tested launch. Led design for products used by 70K+ restaurant partners, business clients, and the SME credit pipeline overall.

Based in Moscow, Russia · actively seeking relocation to Dubai

EXPERIENCE

Yandex Eats   Aug 2025 – Present

Senior Product Designer · B2B Partner Platform

ABC Dish Rating Analysis

Designed a dynamic menu performance system for restaurant partners. Ran 2 rounds of UX research with owners; benchmarked 8 competitors. Insights directly shaped user scenarios.
Target: +10% repeat-order retention · +15–20% menu update activity

Promotion Workflow Redesign

Redesigned promotion workflows by bundling multiple into a single package to combat choice overload and boost partner conversions.
↑ *Restaurants activating promos · platform GMV growth*

B2B Real-Time Order Tracking

Designed full lifecycle order visibility interface. Identified ticket root causes through research; resolved in single redesign cycle.
↓ *~30% support tickets · ↑ order volume & frequency*

Device Confirmation Flow (Hostess App)

Eliminated unnecessary confirmation steps; reduced errors through contextual UI patterns.
↓ *~40% confirmation time · significant decrease in support load*

VTB Bank   Mar 2024 – Jul 2025

Senior Product Designer · B2B Credit Products · Acting Scrum Master

Business Loan Refinancing

Designed 0–1 refinancing flow for online & mobile banking. Ran usability and A/B tests to select optimal form architecture. Led design reviews → launched to production.

Pre-Approved Credit Offers

Built flow for clients with existing financial reports: offer review → document submission → disbursement. Reduced drop-offs via progressive commitment patterns.
+28% transitions to upload screen (week 1) · +15% approval rate

Design Process & Tooling

Led Figma → Pixso migration; introduced structured peer-review system. As acting Scrum Master, improved delivery cadence and team ceremonies.
↓ *40% pre-release errors*

Indigo   Jan 2023 – Mar 2024

UX/UI Designer · B2B EdTech & Inventory Management

EdTech & Inventory Management Platforms

Delivered 10+ product modules end-to-end for two B2B platforms. Expanded design systems; conducted usability testing each sprint.
↓ *35% task completion time (EdTech) · ↓ ~30% input errors (inventory)*