

Philip Samarets

I am a growth-oriented product designer with focus on e-commerce, AI, Fintech, SaaS, B2B & B2C, backed by 13 years of comprehensive experience. Open to relocation.

Work experience

Senior Product Designer at Tradeling

Dubai, UAE · Apr 2022 – Now

Leading research and design at Tradeling — MENA's biggest & fastest-growing B2B & B2C wholesale e-commerce marketplace and procurement platform.

- Data-driven UX/UI for online marketplace platform & mobile app: 2x purchase conversion rate increase, +55% in registration conversion.
- Led and mentored design team, established and optimised processes, created UX strategy. Led successful delivery of products and features.
- Optimized marketplace purchase funnel (PDP-Cart-Checkout) that led to +16% checkout conversion for all platforms + 20% AOV increase.
- Led research and design for an Enterprise Procurement platform, built within a record one-month timeline.
- Researched/designed new payment methods (Credit, Apple Pay, Google Pay, Tamara, BNPL), contributing to 54% GMV increase.
- Proactively monitored user behavior through UX Cam & Hotjar to identify flow gaps and improvement opportunities.
- Tracked KPI's, business metrics and funnels in Google Analytics, Tableau, Metabase. Reported and presented to business and C-suite executives.
- Co-created and maintained Tradeling's design system, optimizing 2x UI design time. Components reused more than 100k times.

Lead Product Designer at SeniorDev

Kyiv, Ukraine/Remote · Aug 2017 – Feb 2022

5 yrs leading product design for Scandinavian startups in SaaS, e-Commerce (B2B & B2C), and Big Data. Provided outsourced design services at SeniorDev, focusing on building products from zero to one.

● Geotech Nov 2021 – Feb 2022 · Mobile App, MVP, Construction, Planning, Maps

I led the research, UX, and UI of the iOS/Android app for Geo technology AS, a Norwegian company specializing in controlled blasting demolition services.

- Conducted research to inform UX design, using methods such as Story Maps, User Scenarios and Flows, Customer Journey Maps, Personas, Prototypes, and User Testing.
- Facilitated design workshops and conducted Usability Studies.

● Diggecard Sep 2019 – Nov 2021

In a record 3 months term, created a UX and UI for the back-office dashboard which allowed to transfer 200+ new customers to its own platform after acquisition. Europe/UK based Gift card B2B/B2C SaaS platform.

- As a founding product designer I led design for Diggecard's core products, including SaaS web applications, data and operational dashboards, merchant portals, and websites.
- Created and maintained tokenized Design System.
- UX & UI for Diggecard's customers, including Webflow websites, email templates (MJML), purchase interfaces, and style guides.

● SIMP (Loyall) Sep 2019 – Nov 2021

I led the research, UX, and UI of a visual email builder, Big Data dashboard, and tokenized component library for Simp (now Loyall), a Norwegian technology company that specializes in collecting, analyzing, and using customer data.

- UX & UI for Customer onboarding interface, Visual Email builder, Data dashboards — interfaces for visualizing big data collected during the onboarding and further activity, creating marketing campaign interfaces.
- Created and maintained tokenized style and component library.

● Geddit Aug 2017 – Feb 2019

Designed a mobile VR/AR gaming app for Geddit, a Norwegian company that helps businesses connect with their audiences through real-world challenges and treasure hunts.

- UI for the cross-platform iOS/Android gaming App.
- UX and UI for back office dashboard/admin panel.
- Contributed the visual design of the Geddit identity and website.
- Designed 3D assets that brought the gaming experience to life.

Senior Product Designer at 4Finance

Prague, Czechia · Aug 2016 – Feb 2017

As a Senior Product Designer at 4finance, a global leader in digital consumer finance, I contributed to the company's mission of providing fast and convenient financial solutions through automation and data-driven insights.

- Designed a CRM dashboard to support customer management and loan administration.
- Researched and designed UI for regional websites and landing pages for two of 4Finance's most well-known sub-brands, Vivus and Zaplo, which serve millions of customers across Europe and South America.
- Created motion design graphics and videos, as well as prepared all graphic assets & presentations.

UX & UI Designer at Socialsharks

Prague, Czech Rep · Aug 2014 – Jan 2015

At SocialSharks, a Prague-based social media agency, I contributed to helping world-famous brands and companies maximize their potential on social networks.

- Designing UI for web applications and games for well-known brands such as UniCredit Bank, UEFA, Lidl, and BigShock.
- Developing graphic assets for Facebook and other social media platforms for numerous Czech and international brands.
- Creating landing pages and graphic designs for print: posters, banners.

Web, UX & UI Designer – Freelance contractor

Prague, Czech Rep · Aug 2011 – Jul 2014

I worked as a UX/UI and Web designer on the contract basis with advertising agencies from the Eastern Europe. My clients include Coca-Cola, MSD med, MasterCard, Bud, Hoegaarden, UEFA Champions League, Jacobs, and more.

- Designing UI for promo websites for brands including MasterCard, MSD, Bud, Hoegaarden.
- Mobile application design for Coca-Cola Belgium for Squaremelon Belgium.
- Designing and building WordPress websites and themes.

Education

Bachelor of Visual Arts

Kyiv National University of Construction and Architecture · 2007 – 2011 · Kyiv, Ukraine

Master of Media and Sociology

Metropolitan University Prague · Prague, Czechia · 2013 – 2015 · (unfinished)

Google UX Design, NN/g

Certificates and courses

Tools

Figma **Miro** **Adobe CC** **Google Analytics** **Hotjar** **UX Cam** **Metabase** **Tableau** **UserQ** **OpenAI** **Gemini**

Companies and brands I have worked with

MasterCard **Coca-Cola** **UniCredit Bank** **National Trust** **Edenred** **UEFA Champions League** **Arsenal FC** **GAP**
River Island **The Body Shop** **MSD Med** **Univadis** **Lidl** **Jacobs** **Hoegaarden** **Bud** ...and more

Languages

English **Ukrainian (Native)** **Czech** **German**

Email

Website

Behance portfolio

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