

Philip Samarets

I am a Senior/Lead Product Designer with focus on eCommerce, Fintech, SaaS, B2B, and B2C, backed by 13 years of comprehensive professional experience.



Tradeling

MENA's Leading
B2B eMarketplace

Senior Product Designer

Dubai, UAE · Apr 2022 - Present, — B2B, eCommerce, Procurement, Credit, Fintech

Leading research and design for Tradeling — MENA's biggest B2B eCommerce marketplace and Procurement platform 🚀

- Data-driven UX/UI for eCommerce B2B platform: 2x checkout conversion, +15% in registration conversion.
- Led research and design for an Enterprise eProcurement platform, built within a record one-month timeline.
- Designed a multi-cart checkout system, resulting in a 20% increase in AOV.
- Researched and introduced new payment methods, contributing to a 54% increase in GMV.
- Proactively monitored user behavior & KPI's through GA and Hotjar to identify gaps/opportunities for improvement.
- Led and mentored the design team, including UX strategy creation
- Co-created and maintained Tradeling's design system, optimizing 2x UI design time.



SeniorDev

SaaS, B2B, B2C, Big Data
eCommerce

Lead Product Designer

Kyiv, Ukraine + Remote · Aug 2017 - Feb 2022

5 yrs leading product design for cutting-edge Scandinavian startups in SaaS, e-Commerce (B2B & B2C), and Big Data. Outsourced design services with SeniorDev.

● Geotech Nov 2021 - Feb 2022 — App, MVP

I led the research, UX, and UI of the iOS/Android app for Geotech, 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 — Giftcards, eCommerce, SaaS B2B, B2C

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

- As a founding product designer I led design for Diggecard's core products, including web applications, 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, — Big Data, SaaS, Dashboard

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, App, Dashboard, Gametech, AR, VR

Geddit is 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.



4Finance

Fintech/Credits
Largest loan
provider in EU

Senior Product Designer

Prague, Czech Rep · Aug 2016 - Feb 2017, — Fintech, Loans, Credit, Payments

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.

- UI design for a CRM dashboard to support customer management and loan administration.
- Website and landing page UI design for two of 4Finance's most well-known sub-brands, Vivus and Zaplo, which serve millions of customers in over 30 countries.
- Creation of and motion design and videos, as well as preparation of graphic assets, presentations.



Socialsharks

Social Media

UX & UI Designer

Prague, Czech Rep · Aug 2014 – Jan 2015, eCommerce, Social networks

At SocialSharks, a Prague-based social media agency, I contributed to helping 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.



Freelance & Outsource

Web, UX & UI Designer

Prague, Czech Rep · Aug 2011 – Jul 2014

During my Master's studies in the Czech Republic I continued to work as a freelance UX/UI and Web designer. My clients include MSD, Mastercard, Bud, Hoegaarden, and more.

- Designing UI for promo websites for brands including Mastercard, MSD, Bud, Hoegaarden.
- 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, Czech Republic · 2013 – 2015 · (unfinished)



Google UX Design — certificate

Official Google UX Design Professional Certificate, 2023

Tools



Figma



Miro



Adobe CC



Hotjar



Google Analytics



Maze



Notion

Brands I have worked with



mastercard



tradeling



Edenred



UEFA CHAMPIONS LEAGUE

UniCredit Bank



4 FINANCE

univadis



GAP



Coca-Cola



National Trust



RIVER ISLAND



THE BODY SHOP



MSD



vivus



Geddit

Languages

English

Ukrainian

Czech

Email

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Portfolio

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