

Sergey Goltsov

Lead Product Designer with 8 years of experience, the last 5 in Fintech and Crypto. I work best on problems that aren't defined yet — from consumer apps with 78M+ users to B2B platforms where the path to a shipped solution isn't obvious

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Experience

CoinsPaid · Lead Product Designer

2023 → 2026

Owned design for Crypto Processing, Invoices, and the built-in wallet across merchants, end customers, and internal operators. Built the design process and design system from scratch.

- Built a 7-stage product design lifecycle with mandatory design review and post-launch results review
- Rebuilt the design system: aligned Figma tokens with code, shipped component library linked 1:1 to Storybook.
- Founded the design system team: wrote the business case, defined composition (designer, 2 frontend engineers, QA, release manager), launched as a cross-functional unit
- Grew the design team: wrote specs, ran hiring, built Confluence onboarding, shipped a 53-indicator competency matrix used in performance reviews
- Reframed the Invoices redesign as a business case grounded in revenue and compliance data, validated the flows with real users, pitched the CEO — approved as a 7-area roadmap

Sberbank · Lead Product Designer

2021 → 2022

Led the Credit Cards direction with 15M+ MAU. Managed the design team and shaped the future product vision.

- Redesigned the credit-card experience: debt screen, auto-pay, payment-date flow, lifecycle communications
- Raised auto-pay setup conversion from 4% to 31% with a pre-setup explanation screen and pre-charge SMS
- Shipped a new debt screen: 88% user comprehension and 98% five-star rating
- Launched step-by-step onboarding scenarios for new clients
- Reduced the number of negative reviews and calls.

UsabilityLab · Product Designer

2019 → 2021

Worked on credit cards and deposits for SberBank Online: prototyped and tested hypotheses alongside researchers, product managers, analysts, and developers.

Proscom · Senior UX/UI Designer

2018 → 2019

Created interfaces for analytical systems, mobile apps, and digital services. Presented concepts to clients and mentored junior designers.

Education

Bang Bang Education

2024

Design Management
Patterns

Roots (formerly WNBL)

2023

Product Management
Intensive

Bang Bang Education

2019

Grid Systems and Web
Design

Skills

Product & UX

Design strategy, user research, competitive analysis, usability testing, user flows, design systems, JTBD, CJM, A/B testing, accessibility, UX writing, information architecture, cross-functional collaboration

Soft & Tools

Figma, AI prototyping, Adobe suite, Storybook, Jira, Miro, Confluence, Notion

Leadership

Team management, hiring, scaling, mentorship, DesignOps, stakeholder alignment

Languages

English

Professional working proficiency, B1-B2

Russian

Native or bilingual proficiency

Awards

Best for Life Design Award

2023

SberCard credit card
debt screen



Sber Hackathon

2021-2022

1st and 3rd place in the product
hackathon