DMYTRO LEVIN

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Senior Product Designer with 6+ years driving growth through experimentation. Led A/B testing programs at Zutobi and Creative Fabrica — improving Install-to-Trial conversion by 25% and optimizing activation, retention, and monetization flows across millions of users. Deep focus on conversion-driven UX, paywall design, and turning behavioral data into measurable business impact.

SKILLS

- Product Design · UX/UI · A/B Testing · Conversion Optimization · Activation · Retention · Monetization · Paywall Design · Figma · Amplitude · HTML/CSS

EXPERIENCE

Product Designer (Growth), Creative Fabrica

Apr 2025 - Present

- Redesigned payment modal with timeline component — lifted trial conversion by +3.51% across 73.6K users per variation
- Redesigned product page trial modal — winning variation drove +46.7% lift in subscriptions started and +47.3% increase in trial purchases across 107K users

Product Designer (Growth), Zutobi

Oct 2022 - Apr 2025

- Drove +25% Install-to-Trial growth in one year by redesigning onboarding and paywall across 500K+ users
- Improved Paywall-to-Trial conversion by 10% through optimized plan picker and pricing layout
- Reduced early trial cancellations by designing a first lesson activation flow prompting immediate engagement

Experience Designer, Epam

May 2022 - October 2022

- Contributed to internal design system development, ensuring consistency across components and patterns
- Supported Lead Designer on a transportation project, delivering wireframes and high-fidelity designs

User Experience Designer, Web Studio AI

Mar 2021 - Apr 2022

- Designed CRM system for healthcare facilities — end-to-end UX from research to high-fidelity prototypes
- Led UX design of a professional social network (LinkedIn-style) including onboarding, profiles, and feed
- Designed UI for Google Chrome extensions, focusing on compact and intuitive interaction patterns

UI/UX Designer, Freelance

Feb 2020 - Mar 2021

- Designed landing pages and mobile applications for early-stage startups across various industries

EDUCATION

Kyiv National Economics University

Bachelor's degree in international economy and management | 2011-2015

LANGUAGES

English fluent, Ukrainian native