









# Den Talalá

Senior Product Designer with 15+ years of experience in UX/UI, design systems, and user research for web and mobile platforms. Successfully delivered digital products in fintech, e-commerce, and SaaS. Skilled in prototyping, interaction design, accessibility, and agile methodologies. Fluent in cross-functional collaboration and mentoring.

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Amsterdam



## Experience

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-  **Vivid Money**  
[vivid.money](http://vivid.money)  
Senior Product Designer  
Since Apr 2024  
Amsterdam
- Led UX/UI design for B2B fintech banking features (payments, crypto, analytics) across EU markets
  - Collaborated with product, dev, and legal teams to align product strategy and user needs
  - Delivered MVPs and iterated post-launch to improve retention and reduce churn
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-  **De Bijenkorf**  
[debijenkorf.nl](http://debijenkorf.nl)  
Senior Product Designer  
Mar 2022 ··· Dec 2023  
Amsterdam
- Designed end-to-end experiences for e-commerce mobile apps (iOS/Android) and responsive web
  - Led A/B testing and usability research to improve conversion KPIs
  - Created UX for shopping flows, loyalty programs, and checkout
  - Co-developed cross-platform design system
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-  **HumanSignal**  
[humansignal.com](http://humansignal.com)  
Principal Product Designer  
Dec 2020 ··· Mar 2022  
Remote
- Owned UX and UI for a machine learning data labeling SaaS platform
  - Worked with data scientists and engineers to create task-specific interfaces
  - Ran usability testing to refine interaction models for enterprise users
  - Built scalable design system and component libraries
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-  **TechOps**  
[techops.ru](http://techops.ru)  
Art Director  
Aug 2017 ··· Nov 2018  
Moscow
- Defined UX strategy, mentored junior designers, and built design processes
  - Directed product design for multiple B2B and B2C digital products
  - Delivered mobile/web designs from discovery to handoff
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-  **Edadeal**  
[edadeal.ru](http://edadeal.ru)  
Art Director  
Apr 2017 ··· Aug 2017  
Moscow
- Led design of iOS/Android apps for discount aggregation platform
  - Developed design system, geo-discovery UX, loyalty and coupon flows
  - Built and managed in-house design team
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-  **Yandex**  
[yandex.com](http://yandex.com)  
Principal Product Designer  
May 2013 ··· Apr 2017  
Moscow
- Designed cross-platform UX/UI for Yandex web search (desktop/mobile/apps)
  - Created features for image search, graph-based results, multi-factor login
  - Integrated video, shopping, and map verticals into core experience
  - Mentored at Yandex Mobile Design School
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-  **2GIS**  
[2gis.com](http://2gis.com)  
Interface Designer  
Jun 2012 ··· May 2013  
Novosibirsk
- Designed UI for city map guide with POI search, routing, public transport overlays
  - Built foundational design system for web platform
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-  **Jet5**  
[jet5.ru](http://jet5.ru)  
Graphic Designer  
Oct 2011 ··· Mar 2012  
Novosibirsk
- Delivered branding, packaging, and editorial print materials
  - Developed visual identities for product launches

# Skills

**Design:** UX, UI, interaction design, visual design, user research, wireframing, prototyping, design systems, component libraries, design tokens, accessibility, iOS, Android, responsive web

**Process:** agile/scrum, product discovery, journey mapping, user testing, usability testing, A/B, stakeholder management, feature prioritization

**Tools:** Figma, Sketch, Adobe CC, Miro, Jira, Zeplin, Notion, HTML/CSS, LLM (ChatGPT, Copilot, Claude), generative AI

# Personal projects

## Urban Psychopaths

[urbanpsychopaths.com](http://urbanpsychopaths.com)

Since 2023

Website design and front-end development for a virtual indie rock band of my best friend and mine. In the band, my role is music production, mixing, mastering, lyrics, and art direction.

## Russian Podcasts

[russiancast.club](http://russiancast.club)

Since 2020

A catalog of Russian-spoken podcasts that can be searched by titles, authors, and topics. It provides every good indie podcast a proper dedicated web page with everything necessary: subscription and social media links, description, player, etc.

## Showroom Podcast

[russiancast.club/showroom](http://russiancast.club/showroom)

Since 2018

A casual talk show where three friends share what new and interesting things they've learned over the past couple of weeks.

## Chars

[chars.cc](http://chars.cc)

2014 ... 2019

Easy-to-use gesture-controlled note-taking app for quickly writing down your thoughts with a built-in Unicode characters keyboard working within the app or as a system-wide keyboard extension.

# Patent

## Display Screens with Graphical User Interfaces, DM/083159

[designdb.wipo.int/designdb/hague/en/...](http://designdb.wipo.int/designdb/hague/en/...)

2014 ... 2019

Demonstrates a way to organize a group of similar images on digital displays

# Education

Novosibirsk State University of Economics and Management  
Bachelor's Degree in International Relations and Affairs  
2006 ... 2011

English	C1	fluent
Nederlands	B1	wordt aan gewerkt
Français	B2	
Russian	C2	native

# Talks

## Got a Question

[youtu.be/k0AQ3b01SBA](https://youtu.be/k0AQ3b01SBA)

Guest, 2021

## Product Camp

[youtu.be/LVdlMAPZ00M](https://youtu.be/LVdlMAPZ00M)

Speaker, 2018

## Yandex Mobile Design School

Mentor, 2016

## Design Subbotnik

[events.yandex.ru/events/yasubbotnik/23-april-2016](https://events.yandex.ru/events/yasubbotnik/23-april-2016)

Speaker, 2016

## ProductHunt Meetup

Speaker, 2015

## Lecture on Typography with Christian Schwartz

[youtu.be/qHC3YUeUFns](https://youtu.be/qHC3YUeUFns)

Host, 2014

## 2GIS DevDay

[youtu.be/P2lzjD055nE](https://youtu.be/P2lzjD055nE)

Speaker, 2013