

# Kirill Bush

Senior Product Designer

Hua Hin, Thailand

[www.in-buro.com](http://www.in-buro.com) · [LinkedIn](#) · [Telegram](#) · [E-mail me](#) · [Schedule a call](#)

I am focused on designing and scaling digital products. I lead end-to-end product design – from discovery and validation to delivery

Experienced in owning design strategy, collaborating with cross-functional teams, and operating as a sole designer when needed

My side projects: [Fadercraft ↗](#) and [GrooveMix ↗](#)

## EXPERIENCE

## ENGLISH – C1

Advanced

## AI

Claude Code, AI agent orchestration, Figma MCP workflows, Prompt engineering, AI-assisted design & development

## UX & research

User Research, User Interviews, Jobs-to-be-done, CJM, USM, Prototyping, Wireframing, A/B Testing, Quantitative & Qualitative research, Information Architecture

## UI design

## ○ [Beefy.finance](#)

Feb 2025 – Today

DAO • Yield optimiser, Crypto

### **Product Design Lead**

**Task:** juggling pixels for 12,000 monthly users

Owned end-to-end redesign of critical dApp UX covering:

- Navigation, RPC & assets menu
- Search and filtering, improved through A/B testing and user research with 350 active users
- Wallet connection
- Core UI components and interactions

Resolved UX, UI, and frontend issues, increasing user satisfaction. Built a scalable, token-based design system, improving UI consistency and development efficiency. Established cross-functional design and delivery workflows between product, design, and engineering teams. Defined brand principles and visual direction to enable more intentional and aligned product graphics

Typography, Modular grids, UI kit, Atomic design systems, Branding & Identity, Responsive Design, Icon Design, Illustration

### **Motion design**

Rive, After Effects, Lottie, Jitter, Keyshape, Principle, Protopie

### **Frontend**

CSS, Webflow, Client-first, GSAP animation

Dubai, UAE • Blockchain, Crypto

## Product Design Lead

**Task:** develop an ecosystem to launch a new blockchain

Developed the MVP for the MIDL blockchain:

- Designed the product landing page – [midl-w.webflow.io](https://midl-w.webflow.io)
- Hired a Webflow developer, supervised development, refined the layout, and enriched it with animation and responsiveness – reduced dev cost by 90% vs. in-house
- Developed a recognizable blockchain logo and the product's visual style
- Built a design system on Park UI with consistent tokens and naming, speeding up development and cutting developer errors

**Also developed:** a transaction scanner (blockscout.com fork), forks of app.uniswap.org, compound.finance and liquidity.io, a devnet portal, the product website (v2), and Discord/Twitter/Medium visuals – plus workflows for the SMM team

## ○ [FinchTrade AG](#) • [MarketGuard](#)

Aug 2021 – May 2023

Zug, Switzerland • B2B crypto liquidity provider,  
AML/KYT tool

### **Founding Product Designer**

**Task:** research and product design for a B2B liquidity provider (FinchTrade) and an AML/KYT tool (MarketGuard), plus communications design

Started with stakeholder requirements analysis, user personas, competitor research (B2C2, Wintermute, Flowdesk, CoinAlpha), 20+ JTBD interviews, a User Stories Map, information architecture, A/B-tested prototypes and quantitative/qualitative surveys. After MVP launch: hypothesis-driven iteration, design system documentation, brand communications, designer supervision

### **Achievements:**

- Client onboarding time cut 79% vs. the first version
- Product site bounce rate 68% → 14%, time on site 0:57 → 3:10, page depth 1.12 → 3.28, misclicks 62% → 6% (1 month vs. 5 months post-launch)
- Page load speed optimized to 98 (with the front-end developer)
- Design system and brand identity built from scratch; SMM/LinkedIn/Medium style guide, POS and physical identity
- MarketGuard cabinet and admin panel with multiple user roles shipped

Cases in portfolio: [FinchTrade](#) and [MarketGuard](#)



## **Sollers Auto**

Jul 2020 – Jun 2021

Moscow, Russia • Car-sharing, B2C/B2B • Mobile app, SaaS

### **Founding Product Designer**

**Task:** research and design of a new B2B carsharing service

User research and interviews; information architecture; UX/UI; A/B testing; hypothesis-driven design; design system formation; white-label apps for B2C clients; QA supervision of frontend development

**Achievements:** multi-user portal, visual brand language, design system, admin panel that automated fleet-servicing and cut maintenance cost by 35%, and a white-label app shipped to the App Store and Google Play

[Case in portfolio](#)

## ○ [Mirafox](#)

Nov 2019 – Jun 2020

Hong Kong • Freelance marketplace • Mobile app, web

### **Senior Product Designer**

Managed the design department; built a design system; redesigned the Kwork mobile app; designed the new TopFreelancer product; growth hypotheses; user feedback processing; backlog formation; design reviews

**Achievements:** launched TopFreelancer as a new company product; redesigned Kwork iOS – rating up from 2.2 to 4.9 stars (80+ reviews), order conversion up from 14% to 23.2%; hired and onboarded 2 mid-level designers

[Case in portfolio](#)

## ○ **OTP Bank**

Dec 2018 – Nov 2019

Moscow, Russia • Banking • Mobile app

### **Product Designer**

Created the first releases of the OTP Bank iOS app for the Russian App Store, building the mobile experience on top of the bank's web version – as a freelance designer working alongside the Markwebb out-staff team

## ○ [Service-guru](#)

Feb 2018 – Nov 2018

Educational platform for service staff

### **Product Designer**

Redesigned the existing app based on customer feedback, with close attention to typography and information perception – the app doubles as a pocket handbook. Built the web and mobile design system, and a product admin panel for building or buying courses

## **COURSES**

### [Product design & UX with AI](#)

Dofurther

### [Photoshop – advanced level](#)

Profileschool

### [Colour correction and matte-paint](#)

Profileschool

### [School of Lead UX/UI designer](#)

Uprock

### ["User interface & representation of information"](#)

Educational centre of Artem Gorbunov

### [Cinema 4D](#)

RealtimeSchool

## **EDUCATION**

Master's degree · Sept 2010 – May 2016

### [National Research University – Higher School of Economics \(HSE\)](#)

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