

Oleg Fimushkin

Lead Product Designer

Tbilisi, Georgia | Open to relocate

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Summary

Product Design Lead with 10+ years in digital design. Lead design at Kupibilet while working hands-on on booking and checkout with product and engineering. Project results include higher services order value and fewer refund-related support contacts. Independently build and publish tools for designers.

Professional experience

Kupibilet / kupi.com | Lead Product Designer

September 2023 - Present | Travel booking, web, iOS and Android

- Lead and mentor product designers; partner with product managers, engineering and QA on flight search, checkout, payments and post-purchase experiences.
- Combine hands-on design with hiring, design reviews, one-to-ones and workshops to strengthen decision-making and team workflows.
- Mapped the booking journey and helped test service bundles; reported project results included a 2% increase in services average order value, 6% fewer refund support contacts and 9% fewer negative reviews.
- Contributed to checkout research and redesign with a reported 15% conversion increase, and a price calendar feature with a reported 17% increase in demand.
- Develop the design system across components, tokens, documentation and dark mode; use research, product analytics and A/B/C experiments to validate product decisions.

Fundraise Up | Senior Product Designer

July 2022 - April 2023 | US-based fundraising technology platform

- Designed donation checkout and donor experiences, balancing clarity for donors with the configuration needs of nonprofits.
- Redesigned fee coverage across three modes; project results included a 1.67% increase in fee-coverage conversion and 8% fewer opt-outs when enabled by default.
- Refactored design files and the design system, improved accessibility toward WCAG requirements, and supported design reviews, product demos and A/B testing.

Synergy | Lead Product Designer

July 2020 - June 2022 | Online school, courses and exam preparation

- Designed education products from the ground up, translating business requirements and user feedback into product flows and major feature launches.

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Professional experience, continued

Delimobil | Lead UX/UI Designer

December 2018 - February 2020 | Delimobil, Anytime Prime and Delisamokat

- Designed iOS and Android mobility experiences across three products, from vehicle selection to booking, driving and waiting states.
- Used interactive prototypes, usability studies and interviews to test hypotheses; developed a design system implemented in code and mentored a junior designer.

Rambler&Co | UX/UI Designer

April 2018 - December 2018

- Designed internal and customer-facing products for VTB Insurance, Gazprom Neft and Leroy Merlin; gathered stakeholder requirements and presented design decisions.

Liga Stavok | Lead Web Designer

September 2016 - March 2018

- Owned design for the main web product and contributed to iOS and Android interfaces, product UI and motion design.

Independent tools & writing

- Build Figma plugins that automate repetitive work and generate visual assets. ShapeFlow exceeded 20,000 users by September 2026; other tools include Smart Randomizer, ColorLab, Easy Palette, WordGlue and Perspective. [Figma Community](#).
- Write about UX research, travel decision-making and hiring product designers. Published on [Medium](#), [Habr](#) and [VC.ru](#).

Industry & community

- Jury member, [Orpetron Web Design Awards](#) and [Top Design King Awards](#) (since 2026). Evaluate submitted digital and web design work.
- Member, [International Public Association Union of Designers](#) (since 2026); professional member, Eurasian Art Union.

Core skills

Product design: End-to-end UX/UI, interaction design, prototyping, design systems, accessibility, complex checkout and mobile flows.

Research & delivery: Usability testing, interviews, product analytics, experimentation, cross-functional collaboration and design documentation.

Leadership & tools: Hiring, mentoring, design critique, AI-assisted workflows, Figma, Sketch, After Effects and Lottie.