



Vladimir Zeltyn

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SUMMARY

Design lead, product designer, product manager and founder with 10+ years of end-to-end product experience across iGaming, fintech and Web3. I lead projects and design teams and own delivery end to end - product discovery, roadmap and backlog, user stories, and cross-functional delivery (working knowledge of Agile, Scrum and Kanban) - and design hands-on (UX/UI, design systems, brand, 3D and motion). As a founder I build and ship my own products 0-to-1: from business model and product strategy through design and AI-assisted front-end development to launch - including payments (Stripe and self-built crypto gateways), onboarding flows and admin dashboards for **Aduarius** (AI ad-creative) and a free **SEO audit tool**.

WORK EXPERIENCE

Lead Designer - Leon

2025 - PRESENT · REMOTE

Leon is an online betting platform (iGaming / sportsbook). As lead designer I own end-to-end product design across native iOS and Android apps and the web platform - from user flows and wireframing through high-fidelity prototyping in Figma to final UI and visual design - working within the product's design system and applying user-centered design throughout.

I run design reviews, mobile usability testing and design QA of development builds and own design-to-development handoff, working in direct, cross-functional collaboration with project managers, the marketing team and the engineering teams to keep the experience consistent across every release.

A flagship project was a ground-up, end-to-end redesign of the registration and onboarding flow, shipped over roughly six months - from problem framing through prototyping, usability testing and iteration - which roughly tripled sign-up conversion, a core conversion-rate-optimization (CRO) win for the platform.

Full-stack Designer - Koncepted

2024 - 2025 · USA, REMOTE

As a full-stack designer at Koncepted - a creative agency for forward-thinking brands - I bridge product design and visual storytelling, crafting intuitive UI, dynamic graphic visuals, immersive 3D (Spline) and motion design (LottieLab, Framer), and delivering impactful projects across Web3, gaming and entertainment. I maintain active, cross-functional collaboration with delivery managers and clients to keep delivery seamless and on time.

Lead Product Designer - Liga Stavok

2022 - 2024 · REMOTE

GoBet is the international online gambling and casino platform (iGaming / sportsbook) of Liga Stavok, one of Russia's largest sports-betting brands (2 million+ app installs and around a million clients), which was in a phase of rapid growth.

As lead product designer and team lead I owned end-to-end product design, prototyping and user testing, built and maintained three design systems, and produced AI-driven (generative) visual assets with ChatGPT and Midjourney alongside high-converting marketing landing pages. I led and mentored the design team, ensuring timely, consistent delivery.

Over that period GoBet extended its footprint into three new markets - Chile, Peru and Brazil - a localization and market-expansion push that correlated with a +110% surge in daily active users (DAU). I partnered cross-functionally throughout with product owners, delivery managers, the marketing team and front-end engineers via weekly and daily stand-ups.

Senior UI/UX Product Designer - Open Bank

2021 - 2022 · MOSCOW, RUSSIA

Open Bank is an award-winning fintech corporation with 3.7 million active users. As senior UI/UX product designer I owned the end-to-end design process - research, design, testing and iteration - for mobile banking apps, online banking and the web platform, applying user-centered design, and led a visual-communication and branding project for the bank's marketing. I ran usability testing and A/B testing alongside a dedicated UX research lab, contributing to a 37% increase in B2B client conversion.

I worked in two-week Agile sprints in close, cross-functional collaboration with design leads, product owners, project managers, UX researchers and developer team leads.

UI/UX Product Designer - Revain

2020 - 2021 · MOSCOW, RUSSIA

Revain is a Web3 / blockchain startup building a new-generation feedback platform. As the lead for UI design I owned UI and interaction design for the core product, partnering cross-functionally with the product owner and development team to enhance product interfaces and the overall user experience.

UI Designer - MessApps

2018 - 2020 · USA, REMOTE

MessApps is an award-winning full-service software development company. As a UI designer I designed interfaces for mobile, desktop and web applications - wireframing and producing both low-fidelity and high-fidelity prototypes, with a focus on interaction and visual design.

FOUNDER & PRODUCTS

Founder & Product Builder - Own products

2023 - PRESENT · REMOTE

I build and ship my own products 0-to-1 - owning the full loop from business model and product strategy through user flows, design, AI-assisted front-end development, launch and go-to-market.

Built and shipped **Aduarius** (AI ad-creative) and a free **SEO audit tool** end to end: defined the MVP and product strategy, designed the product and its design system, and built the front-end with AI assistance (React / Next.js).

Designed, built and integrated the registration and onboarding flows, and assembled payments myself with AI - Stripe subscriptions/checkout and self-built crypto payment gateways - taking each product from concept to a working paid flow.

Designed and built admin panels and dashboards to run users, content and operations. I own product management for my ventures: roadmap and backlog prioritization, user stories with acceptance criteria, product discovery and product-level KPIs, iterating toward product-market fit.

SKILLS

Lead & manage

Design leadership, team leadership & mentorship, project & product management, product ownership, roadmapping & backlog prioritization, product discovery, user stories & acceptance criteria, cross-functional leadership, stakeholder management, Agile / Scrum / Kanban (working knowledge), KPIs, end-to-end delivery.

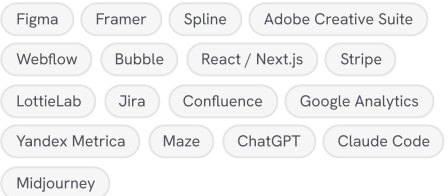
Product & UX/UI

Product design, UX/UI design, user-centered design, design systems (build & maintain), wireframing, prototyping, user research, usability testing (incl. mobile), A/B testing, interaction design, visual design, information architecture, responsive & multi-platform design.

Build & ship (AI-assisted)

0-to-1 product development, MVP & rapid prototyping, AI-assisted front-end development (React / Next.js), API & third-party integration, payments integration (Stripe + crypto gateways), onboarding / registration flows, admin panels & dashboards, 3D, motion, brand identity, no/low-code.

TOOLS



EDUCATION

MBA

Southern New Hampshire University
2018 - 2021 · USA

Digital product design

HSE Art and Design School
2020 - 2021 · MOSCOW

Master of Arts

State University of Design and Technology
2011 - 2016 · MOSCOW

LANGUAGES

English · Russian

SOFT SKILLS

Leadership, mentorship, problem-solving, adaptability, collaboration, conflict resolution.