

Kseniia Afrikantova

Product Design Lead | Product Design, Design Systems, Team Leadership
kseniia.afrikantova@gmail.com | +372 5392 1615 | [linkedin](#) | [portfolio](#)

Product Design Lead with over 15 years of experience, an engineering background, and about a decade of building and leading design teams in fintech, telecom, and B2B software. Builds design teams, research practices, and design systems from scratch, and ties design to business outcomes. Hands-on designer in complex workflows, cross-platform products, AI-assisted design, and design-to-development delivery. Products used by Rakuten, Vodafone, Ubisoft, and top Baltic retailers. Ready to work remotely and travel for business.

EXPERIENCE

Product Design Lead – Inbank – Tallinn

Mar 2025 – Aug 2026

- Led product design for leasing, loans, hire-purchases, device rentals, and B2B/D2B products across Estonia, Latvia, Lithuania, Poland, and Czechia, reporting directly to the CTPO.
- Built and led a team of five designers across B2C, D2C, back-office, and marketing, with regular 1:1s, mentoring, and conflict resolution.
- Embedded designers into grooming and planning for the first time, cutting time per feature by ~30%, and built Inbank's first research practice and NPS, interview, and support-request knowledge base.
- Pitched and led the Partnership Management platform, increasing partner contracts by 15% and saving 2 hours/week per back-office support user.
- Ran a zero-build sales experiment (+15% contracts created) and A/B tests that increased feature adoption by 12%.
- Renegotiated design-system ownership and built a Figma-to-GitHub token pipeline, enabling white-labelling across Latin- and Cyrillic-alphabet markets.
- Sped up development by 44% and documentation by 70% with Figma Dev Mode + MCP, and cut Figma spend by ~€17k/year.
- Built AI tools: a design-to-code audit tool (Figma MCP, Codex, Storybook), a content-check Figma plugin (ChatGPT API, EN/RU), and a custom Phrase LLM for Russian translation.
- Resourced a unified email template system that cut product and marketing time spent by 48%.

Lead Product Designer – Perforce Software – Tallinn

Mar 2022 – Mar 2025

- Owned design for Helix DAM, a version-control tool for artists and designers, in a two-designer product team.
- Developed a cross-platform UI library (web plus Photoshop, Maya, Nuke, and Houdini plugins), reducing design iteration cycles by 25% and increasing implementation speed by 40%.
- Designed asset version control, desktop onboarding, and integration management, from customer interviews to final implementation.
- Mentored junior designers and conducted technical job interviews.

Lead Product Designer, CSRD – Netcracker Technology – Saint Petersburg

Mar 2020 – Feb 2022

- Owned design for CSRD, a telecom call-center app aimed at improving FCR, AHT, ACW, and operator training time.

- Led 6 designers in 2-week sprints, 2 sprints ahead of development; delivered integrations for Andorra Telecom, DU Telecom, and Nuuday.
- Built a 3-tier design library (core system, product, per-customer) to scale design across clients without duplicated work.
- Redesigned interaction logging and the customer overview page across three product generations.

Lead UX Designer, BSS & B2B – Netcracker Technology – Saint Petersburg

Sep 2018 – Mar 2020

- Led design for e-commerce, e-care, mobile app, and POS products, including a Japanese mobile operator launch.
- Managed distributed teams of 2–5 designers across Russia, Belarus, Brazil, and Japan.
- Set up cross-functional workflows with engineering, QA, marketing, product, and system architects; built the product design system.
- Gathered requirements on-site, delivered sales and customer demos, and conducted technical interviews.

UX/UI Designer – B&N Bank – Novosibirsk

May 2017 – Sep 2018

Designed user flows and UI for B&N Bank's business banking app. Collaborated with analysts, product, and engineering to maintain design documentation and review implementation quality.

PREVIOUSLY

Product Designer – One Inc – Novosibirsk

Jan 2015 – Mar 2017

Designed web apps for police (ARMS) and policy (Policy View) organisations. Consistently contributed to the award-winning Outline app for macOS and iOS, and fully designed the iPhone version.

Reviewed implementation and worked closely with the development team within a Waterfall process.

UX/UI Designer – iComplex – Novokuznetsk

Jun 2014 – Dec 2014

Redesigned plastic surgery and job-seeking portals based on customer feedback under the art director's guidance. Created technical and medical illustrations.

Game Designer, Sketcher – Infotech – Novokuznetsk

May 2013 – Mar 2014

Designed characters, items, UI, and game mechanics for the TinySpace game. Conducted market and competitor analysis.

Frontend Developer, UX/UI Designer – Crealink – Novokuznetsk

Oct 2012 – Apr 2014

Designed and developed UI using HTML, CSS, and JS for local clients, including car dealerships, shopping centres, and newspapers.

Graphic Designer, Frontend Developer – SibSIU – Novokuznetsk

Apr 2011 – Oct 2012

Designed promotional materials (banners, posters, postcards), business cards, brochures, and other print materials for university events and needs.

SKILLS

TECHNICAL

Figma, Figma MCP, Claude, ChatGPT API, Codex, Storybook, GitHub, Phrase, Customer.io, Mixpanel, Clarity, HTML/CSS/SCSS, Tailwind, Bootstrap, Angular JS 2

PRODUCT & PROCESS

Design systems, Design tokens, Information architecture, Journey mapping, Design thinking, Agile, Cross-platform design, B2B/B2C design, User research, A/B testing

LEADERSHIP

Team management, Coaching, Research practice setup, Cross-functional collaboration, Process automation

EDUCATION

Siberian State Industrial University

Sep 2008 – 2013

Earned an engineer's degree in Automated Information System Design, with a focus on system architecture and coding.

LANGUAGES

English — Professional working proficiency

Estonian — A2 (Elementary)

Russian — Native