

Dmitry Ginzburg • Product Designer

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SUMMARY

Product Designer working on products with complex logic — including monetization systems, internal platforms, and early-stage products. I design user flows, interfaces, and interaction models that make complex systems understandable and usable, with impact on conversion, efficiency, and product adoption.

CORE STRENGTHS

- Designing flows and interaction models for complex products
- Translating business rules and constraints into clear UX
- Building scalable design systems and structured UI
- Working across 0→1 and growth stages

SKILLS

Product & UX

User flows • Interaction design • Information architecture • Design systems • Prototyping

Research & Validation

JTBD • CJM • User interviews • A/B testing

UI & Visual

Layout • Typography • Component systems • Visual consistency

Tools

Figma • Codex • Framer

EXPERIENCE

Megamod / USA — Founding Product Designer

Aug 2023 - Nov 2025

Early-stage UGC game platform preparing for institutional fundraising and external positioning.

- Defined how the product is structured and communicated for external audiences, translating a complex platform model into clear product flows and narrative
- Designed investor-facing website and materials, aligning product logic, positioning, and visual system
- Contributed to a \$7M funding round at a \$25M valuation
- Built reusable design system and workflows, reducing production time by 30–40%

OnlySpace / UAE — UX Designer

Feb 2022 - Mar 2023

Web3 game publisher (Xsolla, Com2us)

- Designed end-to-end UX for limited-supply NFT sales, including access logic, eligibility rules, and purchase flows
- Built pre-sale journeys (discovery, ожидание, phased access), improving conversion under high demand
- Developed and tested multiple sale models, influencing monetization and distribution strategy
- Result: \$6M+ in volume and 16K NFTs sold

OCRV / Russian Railways — Product Designer

Feb 2020 - Jan 2022

Enterprise platform (3M+ users, 10+ internal services: booking, travel, document management and workflow systems)

- Redesigned UX across multiple services, simplifying workflows and improving usability at scale
- Defined interaction patterns across B2B, B2C, and operational tools
- Result: ~200,000 hours saved annually, ~\$3M cost reduction

Prostor / Russia — Junior UX/UI Designer (Discovery & Narrative UX • Contractor)

Jan 2017 - Feb 2020

Product Development And Design Agency

- Led discovery workshops with founders and teams
- Translated business goals into product concepts and UX prototypes
- Supported early-stage product validation

EARLIER EXPERIENCE

- **E-commerce / Marketplaces** — C-level roles focused on growth, fundraising support, and strategic initiatives (E96, Logo).
- **Gaming / Game Publishing** — C-level role owning marketing, distribution, and go-to-market strategy for published titles.
- **Media** — Executive editorial roles up to Editor-in-Chief, owning content strategy, narratives, and audience growth (Kommersant, Delovoy Kvartal, Bussiness and Life)

EDUCATION

1998-2003

BA of Journalism — UrFU (Russia, Yekaterinburg)

COURSES

Google • UX Design' (verify at [Coursera](#))

CalArts • Graphic Design (verify at [Coursera](#))

CEEMAN/Adizes partner • Mini-MBA