

Philipp Sedov

Lead Product Designer | Design Systems Architect

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Portfolio: philippsedov.com

Figma Plugins: figma.com/@philippsedov

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Strategic Design Leader & Hybrid Designer-Coder with 18+ years of experience. Expert in building robust Design Systems for global SME banking scale-ups. Specialized in Figma API automation (Python/React) to accelerate growth. Focused on data-driven metrics and localized UX empathy.

RESUME COACH.NET | Lead Product Designer

October 14, 2025 – October 21, 2025

- London-based client – accelerated UX-to-GUI development.
- Delivered professional resume builder with custom illustrations.
- Integrated AI API for enhanced user experience.

TONDADON | Lead Product Designer

April 2025 – September 2025

- Led end-to-end design for a global E-commerce MiniApp.
- Scaled brand identity and UI for Buy-To-Earn models.
- Engineered intuitive UX flows from product to cashback.

DOTS | Lead Product Designer

March 2024 – November 2024

- Spearheaded Web3 UX for NFT Marketplace and booking.
- Developed custom 3D tattoo visualization (C4D + React).
- Created animated pitch decks for major investment rounds.
- Established design patterns for NFT ownership journeys.

T-BANK (TINKOFF) | Lead Product Designer

July 2023 – November 2023

- Directed GUI, icons, and animations for mobile game.
- Recognized as best internal T-Mobile game by daily DAU.
- Named Workspace Digital Awards/25 Design Finalist.

ARMBUSINESSBANK | Lead Product Designer

December 2022 – December 2022

- Audited and redesigned banking portal UX architecture.
- Accelerated transaction history completion speed by 76%.
- Boosted support ticket submission speed by 47% via UI.
- Improved internal fund transfer completion rate by 34%.

CENTER-GAME | Lead Product Designer

July 2022 – December 2022

- Optimized DesignOps for SBER and Rostelecom projects.
- Implemented Gantt tracking to eliminate work bottlenecks.
- Mentored team on component-driven React workflows.
- Reduced design-to-dev handoff time by automating specs.

ADAPERIO.RU | Lead Product Designer

June 2020 – January 2021

- Launched car history platform using massive datasets.
- Designed accessible UI systems for diverse age groups.
- Optimized data visualization for mobile performance.

RATE&GOODS | Senior Product Designer

March 2019 – September 2019

- Boosted ad creative CTR from 0.7% to 2.7% (280% growth).
- Reduced CPC by 78% via innovative TikTok ad strategy.
- Designed allergen-tracking features based on field research.

BETHESDA GAME STUDIOS | Concept Artist

July 2007 – August 2007

- Designed architectural concepts for Riften in Skyrim.
 - Established economic lore for virtual urban systems.
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- **Lead:** DesignOps, Stakeholder Management, Mentorship.
- **Systems:** Figma API, Design Tokens, Documentation.
- **Tech:** React, Python, JavaScript, CSS/HTML, Git.
- **Process:** SME Banking, A/B Testing, User Research.

MOSCOW CENTRAL ART SCHOOL | Architecture

2003 – 2010 | Gold Medal of the Academy of Arts