

Mikhail Krasovitskiy

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Senior/Lead Product and UI/UX Designer with 7 years in fintech, web3, AI and complex products, turning complex mechanics and flows into clear, trustworthy products, from 0 to 1.

WORK EXPERIENCE

Freelance, UI/UX/Product Designer & AI Builder

Sep 2026 – Present

- Designing and building my own platform for managing AI bots.
- Work as a freelance designer for a range of different apps and web applications: web3 and crypto, experimental platforms that map connections between people and events, a practice app for ballerinas, and a project for animal shelters.

Units.Network, Lead Product Designer

Jan 2025 – Aug 2026

Decentralized finance (DeFi) protocol on the Waves blockchain.

- Sole designer across 5 independent products built on the protocol, each with its own team: PuzzleSwap (DEX), Aura Wallet (native Waves wallet), Xyper Market, Predictorium and uMerge.
- Launched Xyper Market, an AI-native marketplace for autonomous agents & creators, and Predictorium, a prediction market, from 0 to 1, reaching 700 active users with limited resources.
- Designed end-to-end DeFi flows: swaps, deposits, positions, liquidity.
- Built and developed 5 separate design systems, one for each product, sized to its team, stage and brand.
- Experimented with an AI approach to design to test more directions per sprint instead of static mockups.

BelnCrypto, Senior Product Designer & Design Lead

Mar 2023 – Feb 2025

Crypto media and data aggregator with 11M+ users.

- Led product design for internal products.
- Managed a team of 2 mid-level product designers, consistently achieving 90% of team KPIs.
- Redesigned the platform experience for 11M MAU, driving discovery and increasing traffic to ecosystem products by 30%.
- Built a 1000-component design system, moving to a React library.
- Led InMarkets design, a mobile market-data, portfolio experience and AI-data product, from 0 to 1.
- Ran A/B tests for advertising with an average 14% lift in conversion.

Waves Ducks, Product Designer

Jun 2021 – Feb 2023

Play-to-Earn game where players collect, trade and play with NFTs, with an in-game economy and rewards.

- Redesigned onboarding and wallet connection, cutting time-to-first-action from 8 to 3 minutes.
- Ran 4 rounds of usability testing, lifting retention from 41% to 66% in 4 months.
- Designed betting, rewards and gamification flows across mobile and web.

Web3Tech, UI/UX Designer

Sep 2020 – May 2021

Leading Russian developer of enterprise blockchain solutions and platforms for large businesses.

- Worked on WX.Exchange, designing wallet and trading interfaces for mobile and desktop.
- Contributed to the design system by creating new components and styles.

Embacy, Digital Designer

Aug 2019 – Aug 2020

Design agency.

- Delivered product UI and visual systems for 10+ technology clients.

EDUCATION

British Higher School of Art and Design, Moscow

2020 – 2022

Higher education diploma in Marketing with Digital Communications.

LANGUAGES

English (C1), Russian (Native), French (A2)

SKILLS

End-to-end product design, User research, Usability testing, A/B testing, Design systems, Interaction design, Prototyping, Complex flows & dashboards, Mobile & web, Figma, After Effects, Adobe Creative Suite, Amplitude