

Nikita Savelev

Lead Product Designer

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Vietnam, UTC+7 · Ready to relocate

Product designer since 2018. I lead design teams, design complex consumer products and build them myself with AI agents: components in code, working prototypes and my own iOS app in the App Store. Previously led design for Perekrestok (X5 Group), with 5M+ monthly users.

EXPERIENCE

March 2026 —
Present

Senior Product Designer · Rafeeq

Super-app in Qatar with food delivery, grocery and a marketplace. Lead for Food & Marketplace.

- Brought AI agents into how the design team works in Figma and code; with our Head of Design, started building the design system in code.
- Built a large part of the components in code: vendor and product cards, text fields, steppers and navigation. Developers say their work is easier and faster.
- Set up the team's workflow for building components with agents, and a review skill that checks flows, corner cases and accessibility. Reviewed dozens of components with it.
- Designed Prime, a premium restaurant section, and built its React prototype and entry animation in code. Released in October 2026.
- Found the reason for low checkout conversion in session recordings and proposed a new cart that shows the total.
- Built a Figma plugin that converts layouts and components to right-to-left.

March 2021 —
December 2025

Lead Product Designer · X5 Group

The leading grocery retailer in Russia, with Perekrestok and Pyaterochka. Perekrestok is a premium chain with 1,000+ stores and a strong focus on digital products, delivery and customer experience.

Led design for Perekrestok digital products (5M+ MAU) for 3 years. In the last year, led the delivery and catalog design teams for the Perekrestok and Pyaterochka apps and websites.

- Built and executed a design direction that became the foundation for a large-scale redesign and user growth from 2M to 5M+ MAU.
- The redesign and key features had a strong impact on business results and core metrics: retention, conversion and engagement.
- Launched features and user flows that improved key metrics and are still used in the product.
- Built a visual and UX system that received high user ratings in research and shaped a cohesive brand perception.
- Established design principles and processes that the team still uses; owned art direction, visual consistency and UX patterns.
- Launched technical design reviews, improving release quality, and reworked the Figma file structure, speeding up work between designers, product managers and developers.

November 2019 —
March 2021

UI/UX Product Designer · Pharmaspace

B2B platform for contracts and collaboration between pharmaceutical manufacturers and pharmacy chains.

Responsible for the design of the entire platform, from structure and key user flows to interface details, UX logic and the visual system.

- Designed a B2B marketplace with complex business logic and multiple user roles.
- Designed complex workflows: offer creation, editing and submission, request management, cross-party communication, analytics and contract tracking.
- Built a unified UI kit and design system; redesigned the core pages and key user journeys.
- Built interactive prototypes and ran qualitative research and UX testing to simplify complex flows.

November 2018 —
November 2019

UI/UX Product Designer · FactoryMarket

Omnichannel marketplace in Germany, a startup founded by Oskar Hartmann.

Designed the entire mobile product for iOS and Android, from user flows and information architecture to visual language and prototypes.

Freelance

UI/UX Product Designer · Freelance projects

Worked with clients from services and e-commerce to internal tools and early-stage startups, turning ideas into clear, usable products: from structure and user flows to final UI and visual design.

PROJECT

Own app

Pillbox · iOS app, App Store

A medication tracker built around its home screen widget. I designed, built and released it on my own with Claude Code: 11k lines of Swift.

SKILLS

Design

Product design, leading design, design review, UX/UI, user research, design systems, Figma components, design in code, prototyping, wireframing, mobile and web design, art direction, animation

Soft skills

Product thinking, leadership and ownership, communication, collaboration, feedback culture, decision-making under ambiguity, systems thinking, user advocacy, resilience and adaptability

AI and tools

Claude Code, AI agent workflows, Figma, Figma Make, After Effects, Photoshop, Webflow, ChatGPT, Notion, Jira

EDUCATION

Sep 2016 —
Jun 2020

Bachelor's degree, Public Relations, Advertising
Peoples' Friendship University of Russia

Languages

Russian (native), English (C1)