

Michael Browk

London, United Kingdom | design@michaelbrowk.com | [LinkedIn](#) | [Portfolio](#)

Head of Product Design with 8+ years of experience. Proven track record in implementing new design systems, conducting user research, and collaborating with cross-functional teams to launch new products.

WORK EXPERIENCE

2024–Now

Head of Design

Yango Play | Tech Company providing entertainment services through mobile application

Leading a team of product and graphic designers; developing growth plans; optimizing product workflows; launching the app in new markets; improving processes through research.

- Introduced new navigation, increasing app usage by 18%.
- Launched web version, Apple TV, and VisionOS.
- Ran Paywall experiments, boosting subscription conversion by 8%.
- Redesigned games section, raising engagement by 24%.

2023–2024

Head of Design

Trevolution Group | Tech company providing customer service solutions for airlines, London, United Kingdom

Leading a team (28+ designers); developing individual growth plans; implementing design strategies; conducting design reviews; developing relationships with external agencies; monitoring key performance metrics and identifying improvement areas; presenting concepts to stakeholders

- Increased landing page conversions on ASAPTickets.com by 8% and payment page conversions by 11.9%, demonstrating significant improvements in customer engagement
- Launched a gift certificate project that became a new profit source for the company
- Implemented A/B testing in email marketing, leading to a 17% increase in conversion and optimizing customer communication
- Compiled guidebooks for each of 12 brands and created a resource where everyone in the company can download logos, presentations, etc., standardizing brand assets and improving accessibility

2022–2023

Head of Design

Immigram | SaaS platform for easy visa document collection, London

Managing a team (3 designers); developing design system; organizing workshops on best design practices; participating in technical documentation and collaboration with the development team

- Launched AI service reducing the global talent visa processing from 24 days to just 3 days
- Rebranded the company, increased brand awareness by 45,4% and attracted new audiences

2021–2022

Senior Design Manager

Ozon | Top 2 marketplace in Russia and the CIS regarding sales and size, Moscow

- Implemented a team evaluation system recognized as a company's best practice
- Added live broadcasts to the product and made \$960,000 on Black Friday
- Improved social commerce, resulting in an 8% increase in the earnings for the quarter
- Developed and launched a new "Ozon Moments" app section, enhancing UX

2020–2021

Head of Design

Motify | Personalized fitness platform, Moscow

- Developed and maintained the company's brand book and visual identity
- Increased registration conversion to payment by 34% in 8 months through redesign
- Implemented Design Review, identified pain points, increased sign-up conversion by 17.5%

2018–2020

Product Designer / Design Manager

Tinkoff | One of Russia's most popular fintech companies, Moscow

- Worked on Business ecosystem products: CRM, Mailing Builder, Online Accounting, Website Builder
- Conducted UX research to inform design decisions
- Enhanced key metrics across different product areas through targeted design solutions
- Created a product that registers 15% new clients/month

2016–2018

Product Designer

Freelance, Moscow

- Worked on Business ecosystem products: CRM, Mailing Builder, Online Accounting, Website Builder
- Conducted UX research to inform design decisions
- Enhanced key metrics across different product areas through targeted design solutions
- Created a product that registers 15% new clients/month

EDUCATION

2016 **NRTC** | Computer Science | **Languages:** English C1 | **Technical Skills:** User Research, UX/UI, Motion Design, Adobe Photoshop/Illustrator, Branding, Product Design, Agile, Web Design, Figma