

Yura Frolov

Tbilisi • Senior Product Designer, ex-Yandex — 10+ years in fintech, B2C & SaaS

Designer and engineer. I believe I can make the world a better place and help people through design. I work on product strategy and long-term direction, connecting business goals with user needs. I plan, design, build systems, dig into analytics, talk to users, make prototypes, run tests, and sit in meetings

Outside of work, I mentor designers on ADPList and explore industrial design, 3D printing, photography, and working with clay

If you'd like to connect, send me an email, or find me on LinkedIn

Work experience

2025 – 2026

Tixu.ai — Continued working with the team behind JetSim to build an AI-powered learning platform from the ground up, reaching 2M+ users and earning a 4.7 rating on Trustpilot.

- Built and iterated the onboarding and challenge experience, bringing challenge-start conversion above 80%.
- Created a new lesson experience that more than doubled completion and consistently achieved 80%+ completion rates
- Designed and optimized acquisition journey, delivering a 60%+ conversion uplift and a new paywall that more than doubled initial conversion
- Established a continuous discovery and experimentation practice through international research, usability testing, product analytics, cohort analysis, and churn-focused A/B tests

- Designed and launched an AI workspace integrating 10+ models, multimedia generation, chat history, and prompt templates

2023 – 2025

JetSim — UK-based eSIM web and mobile platform for international travelers

- Built the MVP from scratch and established high-performing acquisition, purchase, and activation journeys
- Owned the complete design process — from user research and product definition to UX/UI, launch, analytics, and continuous iteration, working closely with product, engineering, and marketing
- Designed an intuitive plan selection, checkout, and activation journey for both frequent travelers and first-time eSIM users, achieving 40%+ registration-to-purchase conversion
- Established an ongoing research and usability-testing practice, translating insights into clearer plan comparison, device compatibility checks, localized pricing, and activation guidance
- Helped build trust and reduce anxiety around switching to eSIM, contributing to ratings of 4.5+ on both the App Store and Trustpilot

2022 – 2023 September

Truv — U.S.-based income and employment verification startup. Led product design for the consumer experience.

- Worked on improving the user conversion funnel. Enhanced the user experience for complex cases
- Interviewed 20+ U.S. users to understand their attitudes toward data security and experiences with borrowing
- Completed a full redesign of the user flow, revamping outdated interface components.
- Revamped the design system, implemented tokens for client personalization and a night mode

- Prepared for a Series B investment round. Worked on legal aspects of the interface to ensure compliance with American regulations

2020 — 2022

Yandex Market — one of CIS's largest multi-category marketplaces, with partner shops selling a wide variety of products

- Responsible for offline experience on all major platforms
- Redesign of order history and returns section. Create user flows, Informational schemes, wireframes, and interactive prototypes. More than 20 delivery methods, 6 communication channels, many hours of research, and no sleep
- Collaborate with multidisciplinary teams of Designers, Researchers, Engineers, Product Managers, UX writers, and other departments throughout the design process
- Write scripts and conduct interviews, talk with users, and use Market myself
- Outside of work tasks, was a mentor for 10+ people inside the company, two of them started working as designers with my help

Yandex Routing — Automated route planning and fleet track & trace platform for e-grocery, FMCG & courier companies

- Responsible for all design of the product. From product design for all major platforms to online and offline communication design
- Brought design into the product. Built the design process, built the communication and workflow, and set up the environment
- Create a design system from scratch. Design a new brand identity
- Ship products for the international markets
- Responsible for all communication. From the design of hundreds of emails and badges for events to a thousand promotional materials and a 40+ page website about the product
- Talk with users, conduct interviews, and test prototypes. Sat at 4 o'clock in the morning in a warehouse outside the city with logisticians to see how they use

our product and was happy about it

2016 — 2018

Yandex Advertising Network — Largest advertisement platform in CIS. I did product design, did various research, made design system from scratch, and set up design processes

Yandex Mobile Mediation — Product for mobile advertisers. Ship MVP. Responsible for interfaces

Yandex Hypercube — Internal hardware testing platform. A product made from scratch. I was responsible for all design. From user interfaces to branding and communications. I also participated in the creation of technical support and helped to manage some tasks

Yandex Distribution — UI/UX design for app distributors admin panel

Yandex External APIs (opens after registration) — full redesign and design support for a catalog of API services

Also, I did and participated in Yandex and our internal products: Petfinder, Streaming service back office, Yandex Search, JS player, and others

2019 — 2020

BostonGene — BostonGene — a biomedical startup developing advanced patient analysis and personalized treatment decision support in oncology. Designed the core product, conducted research with the team, and tested interfaces with physicians

2012 — 2016

Former workplaces from the beginning of my career as a designer

Education

Udmurt State University — IT engineer, Master’s degree