

Uladzislau (Vlad) Lobchanka

Product Designer

Warsaw, Poland (CET) · Remote: contractor (B2B) worldwide or employee in Poland · Open to relocation
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PROFILE

Product designer with 6+ years of experience, the last 4+ in fintech and AI SaaS, mostly in growth teams. I design funnels and AI features, check them with A/B tests and track their effect on sales. When a team needs speed, I also ship the front end with AI coding agents (Claude Code).

EXPERIENCE

Fundraisly · Product Designer · December 2025 – Present · Remote

AI fundraising platform for startup founders. Team of four.

- Launched Fundraisly on Product Hunt with the team, as one of its makers: #1 Product of the Day, Week and Month.
- Turned 1,349 customer calls into a research base with an AI agent. Landing copy now uses customers' words.
- Ran four homepage A/B tests and tracked each to signed contracts. In the main test, a video beat a calculator.
- Took over the AI agent's front end in September 2026 and shipped four releases in 16 days with Claude Code.

Smartcat · Product Designer, Growth · August 2024 – January 2026 · Remote

AI translation and localisation platform. Growth team of five.

- Explained Smartwords, the AI credits, in onboarding and at file upload. Self-service conversion rose 17%.
- Rebuilt sign-up around work emails: their share rose from 5% to 31%, and conversion to subscription by 5.2%.
- Found growth ideas in a satisfaction survey, in interview transcripts and in client calls flagged by an AI agent.
- Designed within the atomic design system in Figma and Storybook, and reviewed colleagues' designs.
- In my last six months, built prototypes in code with Claude. Engineers reviewed and merged my code.

Better.co.uk (formerly Trussle) · Product Designer, Growth · February 2022 – August 2024 · Remote

UK online mortgage broker, regulated by the FCA. Acquired by Better.com in 2021.

- Redesigned five stages of the mortgage funnel. Each beat the old design in an A/B test, by 1.8% to 11%.
- Designed a flow for loans under £80k, which the business had ignored. Now 9% of sign-ups enter it.
- Designed a customer portal with a GPT-3.5 assistant for clients waiting for an adviser. Contact rate rose 6%.
- Moved about 50 pages onto Better's design system in two weeks, without changing the funnel.
- Benchmarked ten UK brokers, and tested flows with usability, guerrilla and five-second tests.

Niwart · UX/UI Designer · February 2021 – February 2022 · Warsaw

Websites and product interfaces for agency clients: user flows, wireframes, UI kits and responsive layouts.

Upwork · Freelance UX/UI Designer · May 2020 – January 2021 · Remote

Belexia · Foreign Trade Specialist · March 2018 – April 2020 · Minsk, Belarus

SIDE PROJECT

MotoFuji · aukcje.motofuji.pl · August 2026 – Present

The whole digital side of a Warsaw motorcycle importer, built with a back-end developer. I own what buyers see.

- Designed a catalogue of 3,000+ lots and a price card. A backtest cut the price error from 18.1% to 7.4%.
- Shipped 80 pull requests with AI coding agents, each checked by tests and at six to eight screen widths.

SKILLS

Growth and A/B testing · Interaction and visual design · User research · Design systems · Prototyping · Mobile-first
Figma · Storybook · Framer · Optimizely · Mixpanel · GA4 · Grafana · Claude Code · Playwright

EDUCATION AND LANGUAGES

Belarusian National Technical University, BSc in Energy and Power Engineering, 2018 · IT Academy, UI/UX course, 2019
English: professional working proficiency · Russian: native · Polish: elementary