Dmitri Muravjov

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**A Senior product designer who proactively looks to solve user and business problems, enables products and teams to scale and maintain consistency. With core strengths in Designing design systems, UI & UX, branding and**

**interaction design.**

**Core skills and tools**

| • Design system | • Prototyping | • Figma | • Github |
| --- | --- | --- | --- |
| • Branding | • User testing | • Sketch | • Codespaces |
| • UI & Interaction | • Design process | • Photoshop | • HTML |
| • Visual design | • Storyboarding | • Illustrator | • CSS |
| • UX | • Wireframing | • After Effects | • MDX |
| • Documentation | • Data visualisation | • Miro | • Jira / Trello |
| • Training & onboarding | • Illustration | • Usertesting.com | • Frontify / Storybook |

**Experience**

**LYTT Senior Product Designer (Contract)**

 August 2022 - February 2023

* Leading the design and build of a design system for a live SASS dashboard product, the design system enabled product teams to scale the product based on user needs.
* Helped product teams test and roll out new product features, optimise the layout of the dashboard and bring consistency across the current product.
* Documented and created a single source of truth for the design system in zero height following an atomic structure set in the figma library.
* Designed onboarding documentation and guides to enable users to onboard onto the design system and its structure, as well as created documentation to enable designers onboard onto how to use the system in Figma.

**Zoopla Senior Product Designer**

 July 2019 - August 2022

* Enabled 4 product teams to successfully roll out MVP landing pages resulting in an increase in Home claims by+73.2%, Sign-ups by +28.4%, House price views by: +37.1%.
* Aligned 4 product teams and created a roadmap for scaling the brand by designing and phasing the rollout of the Northstar across key product journeys.
* Leading a successful roll-out of the Zoopla campaign by ensuring parity across platforms resulting in an increase in Brand preference by: +34.6%, Brand recognition by +25.4%, and Natural google searches by +21.3%.
* Rebranded the Zoopla App with the new Zoopla identity, enabling the product team to retain consistency between the web and App products.
* Built and rebranded the App design system that allowed the App product team to align with the consumer experience on the website..
* Trained and onboarded 15+ designers on how to apply the new brand language and use the design system through 1-2-1 and small group sessions.
* Lead the documentation on the design system, brand guidelines, onboarding and video guides, enabling internal and external designers and teams to onboard within a week.
* Took ownership of creating and scaling the design system that enables 30+ designers across 20 product teams to utilize a single source of truth across Web, App & Software products..
* Leading the testing and application of the rebrand and redesign of the Zoopla brand as a whole, resulting in an increase of Brand awareness by +64%, Google searches by +45%.
* Took ownership to develop the new user interfaces, interaction patterns and brand application across web, App and software products.
* Improved the property search journey by enhancing various parts of the experience, which saw an increase in saved searches by +26%, valuation leads by +19% and Sign-ups by +13%.
* Enhanced the experience of the new build home buying journeys which generated an increase in lead submissions by +24% and reduced bounce rates by -47%.

**Investis Digital Senior Designer**

 January 2018 - June 2019

* Taking ownership in crafting award-winning end-to-end digital experiences by raising the standard in the BTB sector.
* Leading teams of 5-10 engineers to build and document CMS integrated design systems that allowed the customer to modify/build experiences through component and pattern variants.
* Took a lead role as the core designer to discover, articulate and roll out multiple branding projects, enabling brands to transform into engaging and user-centric experiences.
* Responsible for producing accurate timelines and estimations for 10+ projects, resulting in a successful track record in client satisfaction.
* Facilitating workshops of up to 10 people that encourage participants to share and contribute to the end goal, resulting in building trust with clients.

**MintTwist Digital Designer**

 June 2016 - December 2017

* Taking ownership of 5+ projects across BTB & BTC sectors, to deliver new SEO-optimised products and experiences, that helped transform brands and their user offerings.
* Successfully helped start-up brands to establish a strong brand and create a unique product offering through engaging content and experiences securing a space in their competitive markets,
* Leading projects to transform brands and enable them to reposition themselves in the market through effective end-to-end design and SEO implementation.

[**View full experience on linked-in**](https://www.linkedin.com/in/dmitri-muravjov/)

**Education**

**University of BA (Hons) in Graphic & Digital Design - Grade: 2.1**

**Greenwich** October 2009 - June 2012

**Lambeth BTEC National Diploma in Graphic Design -**

**College** **Grade: Distinction, Distinction, Merit**

 September 2007 - June 2009