

Polina Arkhipova

Senior Product Designer (B2B / B2C / B2B2C), data-driven, complex product

Location: Da Nang, Vietnam / UTC +7

Email: littleshiver3@gmail.com

LinkedIn: [linkedin.com/in/parkhipova](https://www.linkedin.com/in/parkhipova)

Portfolio: www.parkh.design

Summary

Product Designer with 7+ years of experience in B2B/B2C/B2B2C products. Focused on growth, retention, and simplifying complex systems.

Experience

Emerging Travel Group — Product Designer

Mar 2024 – Present

- Designed and launched transfer add-ons in B2B booking flow, increasing share of partners creating quotes by **+6.06%** and contributing to revenue growth (**+3.5%** attach rate)
- Led customization feature for Quotes, driving **+7.5%** growth in active usage, with **34%** user adoption
- Designed loyalty program page from scratch, now rolled out across the entire B2B segment, supporting retention
- Owned features end-to-end and used **AI-assisted tools** (Figma Make, generative workflows) to accelerate concept exploration and iteration

Foxford — Product Designer / Staff Product Designer

Jul 2021 – Mar 2024

- Redesigned attestation flow, integrating a complex legal process into the purchase journey; contributed to removing a key adoption barrier and supporting growth from **4,000 to 12,000** students
- Led UX for a socialization feature, achieving **3,000 profiles out of 11,000 users**, improving engagement and retention
- Owned end-to-end design of product features under complex constraints (legal, legacy systems, strict timelines)
- Conducted **user research** (interviews, usability testing), including working directly with children as a primary audience
- Took on **Staff-level responsibilities**, supporting team operations and backlog structuring across a team of 3 designers

Zarplata.ru — Product Designer

Oct 2019 – Jun 2021

- Redesigned cross-platform registration flow, unifying UX patterns and aligning with the new design system
- Simplified onboarding and improved clarity (texts, validation, error states), maintaining stable conversion and supporting growth
- Led redesign of search filters based on user research and iterative testing
- Conducted user research and A/B testing to validate UX decisions and improve usability

Skills

Product thinking • UX / IA • Complex systems • Data-driven design • Figma (Auto Layout, components, variables) • Prototyping • UX Research • AI-assisted design