

Sergey Popovich

Designer

Making complexity simple

My site

Telegram

LinkedIn

Email

T-Bank

Senior Product designer, 2025 – Present

Part of the design team building a full-cycle marketing campaign management platform.

Responsible for audience segmentation, A/B testing, and analytics

Avito

Product Design Team Lead, 2024 – 2025

Led a team developing the employee ecosystem. Delivered employee tools:

income dashboard, goal-setting service, org chart, and HR platform

Tinkoff

Product designer, 2021 – 2023

Owned the hiring domain: career site, recruiter ATS, and candidate dashboard.

Conducted large-scale research and proposed a new approach to hiring at the company

aic.

Designer, 2019 – 2020

Designed products for e-commerce and government sectors

LovePlanet

Designer, 2017 – 2019

Designed dating apps tailored for specific country markets

Live Typing

Designer, 2014 – 2017

Designed apps and websites for startups and companies