

Dmitry Trostin

I’m a lead/senior product designer with over 20 years of experience. I focus on building scalable design systems, simplifying complex products, and shipping interfaces that work. I enjoy working directly with developers, product teams, and founders.

Current

Independent Designer

I work with startups to sharpen their visual identity, improve how their products feel in use, and reach clear business goals.

- I build design systems that reduce production time and keep teams aligned.
- I run the full design cycle: research, concept work, prototypes, handoff, launch.
- I also advise teams and help designers grow their practice.

2021—2023

Principal Product Designer

Yclients ♦ Online booking platform and a major player in the beauty salon market in Russia. Market share is around 60%. In 2023, it was acquired by VK for €37M with a revenue of €8M for the same year.

- Built a unified design system after years of scattered code and inconsistent UI.
- Worked with engineers, designers, and product teams to bring components into production.
- Created the brand book and clear visual rules the team could rely on.
- Reworked the main user flow, making it faster to navigate and less confusing.
- Designed a brand identity tailored for international markets (Altegio).
- Mentored designers and helped the team grow.

2018—2021

Principal Product Designer

Renaissance Health ♦ Part of the Renaissance Insurance Group, one of the leading insurers in Russia.

- Designed and launched a full responsive web platform with scheduling, doctor visits, online consultations, document storage, chat, financial tools, and email.
- Built the design system: principles, grid, typography, color, icons, patterns, and sound. This system later became the base for multiple products in the group. Ran hypothesis testing, design reviews, and worked on improving core metrics.
- Designed onboarding and landing pages for the new Budu app.

2015—2018

Design Director

Looi Factory ♦ A well-known product design studio in Russia.

- Led a team of more than 12 designers. The studio moved from 19th to 13th place in a major Russian digital ranking during this time.
- Oversaw all design work for clients including Sberbank, ASUS, Yandex, Alfa-Bank, Anywayanyday, and Luzhniki.
- Set the studio’s growth direction, produced concepts, managed teams, planned workflows, presented work to clients, and hired designers.

2016—2017

Design Director

Rubetek

2009—2015

Co-Founder & Creative Director

identique®

2011—2013

Art Director

APPGRANULA

2007—2009

Art Director

Sitko.ru

2005—2007

Designer & Developer → Head of Design

Apriori Studio

Languages

Russian

Native speaker

English

C1

Montenegrin

A2