



Bumazhnov Sergei

personal information

20.12.1994 Russia / Chile

Bumazhnov94@gmail.com

telegram.me/bumazhnov

Figma - pass (4321)

behance.net/bumazhnov

about yourself

Multidisciplinary UI/UX Designer with a strong foundation in user research and data-driven design. Expert in transforming complex data into intuitive digital products using Figma and AI-driven workflows. Proven track record of improving user retention and onboarding flows through A/B testing and heuristic analysis.

skills

UX Design & Research: User Research, CJM, Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, Deep Research

UI & Tools: Figma/Make (Auto-layout, Components, Variables, MCP), Design Systems, Tailwind CSS, HTML

Analytics: Google Analytics 4 (GA4), Hotjar, A/B Testing

AI & Automation: AI-assisted UX workflows, prompt engineering for design & research, MCP-based tool orchestration, AI agents for ideation, raw prototyping, UX writing, and analysis.

work experience

UI Designer / UX Researcher

Linked Helper

AUG 2025 – NOW REMOTE

- Designed and optimized user journeys for onboarding funnels and "smart answer" features, utilizing competitive benchmarking.
- Conducted UX testing and A/B experiments, resulting in measurable growth in onboarding completion rates and newsletter engagement.
- Developed and maintained a comprehensive Design System in Figma (tokens, components, auto-layout) to ensure consistency.

Freelance UI/UX Designer

APR 2022 – NOW

- Execute end-to-end product & web design for SaaS and marketing teams – from discovery and UX audits to wireframes and high-fidelity Figma prototypes, including landing pages and campaign sites.
- Build scalable, component-based layouts with responsive rules; refresh visual identity and support no-code delivery (CMS, forms, tracking) for fast iterations.
- Conduct heuristic evaluations and set up analytics (GA4/Hotjar) to deliver data-prioritized product roadmaps and conversion improvements.
- Contribute to content design & UX writing (onboarding flows, microcopy, emails), light illustration/iconography, and ensure accessibility (WCAG) and clear dev handoff.

E-commerce UX / Content Editor

Kubus Chile

MAR 2023 – APR 2025 SANTIAGO, CHILE

- Led UX strategy for e-commerce platforms, optimizing navigation and checkout flows to enhance usability.
- Integrated GA4 and Hotjar for end-to-end analytics, identifying churn points which increased session duration by 27%.
- Executed A/B testing on landing page visuals and implemented SEO strategies that drove organic traffic growth.

Furniture / Interior Designer

AD custom

SEP 2019 – DEC 2022 SAMARA, RUSSIA

- Managed full-cycle design projects and standardized documentation workflows to accelerate delivery times.
- Managed vendors, timelines, and project budgets, delivering on scope and cost using Kanban-style planning.

education

IntoUX.Design: UX Research, Strategy & Validation

MAR 2025 REMOTE

- End-to-end UX program covering user research, product strategy, validation, and usability testing
- Hands-on practice with prototyping, heuristic evaluation, analytics (Hotjar, GA4), and KPI-driven insights.

IntoUX.Design: UX concepts and validation

APR 2025 REMOTE

- Conducted usability testing from screening to moderated sessions and synthesis
- Iterated designs based on qualitative feedback and behavioral data.

Memorisely. UX Research

MAR 2025 REMOTE

- Built a solid foundation in UX research methods, planning, and insight synthesis.

Hype4 Academy – UI, Design Systems & IA

APR 2024 REMOTE

- Focus on information architecture, high-fidelity UI, and scalable design systems
- Designed IA flows, hero sections, and variable-based components.

DesignMastery. UI design & Figma Mastery

SEP – OCT 2024 REMOTE

- Advanced Figma workflows: components, auto-layout, responsive scenarios.
- UI solutions optimized for multiple screen formats.

UX Design Professional Certificate

JAN 2022 REMOTE

- Core UX foundations: research, wireframing, prototyping, and end-to-end design process.

Samara State University of Architecture & Civil Engineering

SEP 2018 SAMARA, RUSSIA

- Strong foundation in design thinking, systems approach, and applied project work.

languages

Russian

Native

English

EF SET – B2/C1
Certificate

Ongoing process

Spanish

Beginner/ Ongoing
process