

Sofia Koniukhova | Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 6+ years leading 0-to-1 growth and monetization launches across scaled marketplaces and early-stage startups. Turns ambiguous growth bets into shipped features with measurable revenue impact. Integrates AI across the full design workflow, cutting validation cycles from weeks to days without losing craft.

WORK EXPERIENCE

Avito

Prop Tech | Marketplace | B2C & B2B | 60M MAU — one of Europe's largest classifieds platforms

Product Designer, B2B Platform | June 2026–Present

- Own product design across two teams on a B2B real estate platform, driving adoption-funnel optimization and operational efficiency.
- Lifted conversion into the apartment availability grid by 67% by initiating and prototyping its redesign. The grid is the core tool agents use to compare units and present options to buyers.
- Streamlined hypothesis validation, spec writing, and prototyping with Claude and Framer, cutting UX validation cycles to 2 days, and shipped smaller features to production myself.

Product Designer, Subscription Service | Oct 2025–Mar 2026

- Reimagined an existing feature through design research into Secret Listings, a new discovery-first concept — relaunched as an MVP that became the foundation for two additional monetization streams.
- Increased Rent Plus revenue by 130% in a pilot A/B test — 3.5× the planned uplift — by owning the product hypothesis, buyer experience, and launch.
- Grew buyer-monetization revenue by 161% from the MVP by identifying content-growth opportunities and designing the seller flow from scratch to expand owner-supplied inventory.

Junior Product Designer, Acquisition & Growth | Oct 2023–Oct 2025

- Built the end-to-end experience for a 0-to-1 real estate transaction product, replacing a fully offline, operator-run process with a self-serve journey — now used by 500+ agents and tens of thousands of property owners.
- Designed acquisition entry points, scenario-specific landing pages, and self-serve transaction flows.
- Took full product ownership of feedback-collection automation — syncing business, marketing, product, and contact-center teams to catch and resolve deal-blocking issues in real time.

Teplin | UX/UI Designer | Jun 2020–Oct 2023

Design agency delivering digital products for startups in the US and the UK

- Owned end-to-end design for 15+ early-stage products across ecommerce, mobile apps, marketplaces, SaaS, and connected devices, from customer interviews and competitor research through prototyping and handoff.
- Partnered directly with founders to shape B2B and B2C decisions, building component libraries and running design QA before launch.

SKILLS

Product & Research: End-to-End Product Design · 0-to-1 Product Design · MVP Strategy & Validation · Product Discovery · Product Strategy · UX Research · Usability Testing · Rapid Experimentation · Growth & Monetization · Funnel Optimization · B2B SaaS & Marketplaces · AI Product Design · Analytics & A/B Testing

Tools: Figma · Framer · OpenAI Codex · Cursor · Claude · Lovable · Replit · MCP

EDUCATION

RUDN University — Bachelor of Science in Chemistry, 2018–2022