

DMITRII PERSHIN

Senior Product Designer

AI-assisted Design · DesignOps & Automation

I build AI-assisted design workflows, reusable Figma systems and tools that help teams turn client briefs into consistent, branded product interfaces. My experience combines product design, white-label fintech and practical design-process automation. I have around 20 years of experience in design.

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Experience

Premium Exchanger

Senior Product Designer · AI workflows & design systems

2022 — Present

- Developed AI-assisted pipelines for brand exploration, turning briefs and references into style directions, then transferring design variables into Figma.
- Built reusable Figma theme builders for internal, freelance and client-side designers working on white-label crypto products.
- Connected generated brand styles with components, variables and themes to reduce repeated manual setup.
- Ran design reviews and documented product logic, UI rules and decisions for design handoff.

Funduck

Investment portfolio platform · Product design

2022 · Before the transition to Premium

- Designed broker-report and API import flows, including file recognition errors and recovery.
- Worked on investment asset tables and portfolio navigation.
- Designed subscription states for trials, plan changes, cancellation and renewal.

Earlier experience

ATI.SU

Interface Designer · B2B logistics platform

Aug 2018 — Aug 2020

- Designed group and channel flows with invitations, access restrictions and moderation states.
- Worked on reputation interfaces, recommendations, claims and company-status explanations.
- Contributed to migrating the design system from Sketch to Figma.
- Explored UX hypotheses for cargo-search entry and navigation behaviour.

Audiomania

Designer / UX/UI Designer · Specialist audio retail

Jul 2013 — Jun 2018

- Designed desktop and mobile-web shopping flows for specialist audio equipment.
- Covered product discovery, filtering and a five-step mobile checkout, including an email handoff.

Focus

AI-assisted design workflows
DesignOps & process automation
Design tools & reusable systems
Multi-brand design production

Capabilities

AI workflow prototyping
Figma components, variables & themes
Design reviews & documentation
Interaction design for complex products

Independent product

30 Minute Timer
A visual countdown product for web, Chrome and ChatGPT.

View project →

Earlier career

UX/UI design roles · 2010–2013
Major-Auto, Zakazhi24 and Technoshock.
Freelance web design · 2008–2010.

Education

Tomsk State University of Control Systems and Radioelectronics

Systems and Networks · Higher education · 2008

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