# Nikita Pankratov

Senior Product Designer

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## About

Senior Product Designer with 8 years in B2B and enterprise SaaS: procurement, document flow, payments and compliance. Sole designer of X5's supplier portal for 11,600+ companies: grew portal CSAT from 61% to 73% and cut support load by 36%. Before design, 5 years in law (public prosecution, bank economic security): I read contracts, regulations and business processes, not only screens. I prototype in code with Claude Code and use AI in research and design system work.

## Skills

**Design:** Product Design, UX/UI, Information Architecture, User Flows, Prototyping, Design Systems and UI Kits, Responsive Web and Mobile, Interaction Design, Design QA

**Research and data:** User Research, In-depth Interviews, Usability Testing, Surveys, Product Analytics, CSAT, A/B Hypotheses

**Domains:** B2B, Enterprise, SaaS, Fintech and Compliance, Procurement, Retail, Dashboards and Data Tables, Role-based Access, Onboarding, AI Assistants and Chatbots

**Tools:** Figma (components, tokens, variables, auto layout, prototyping), Figma AI, FigJam, Framer, Claude Code, VS Code, Vercel, Miro, Jira, Confluence, Matomo

## Experience

### Senior Product Designer — X5 Tech

April 2023 — present | Remote

X5 is Russia's largest grocery retailer. Its supplier portal brings indirect procurement, contracts, document flow and payments into one place. As of 2026, it serves 11,600+ companies, with 70,000+ visits and 45,000+ self-service operations per month. Users range from sole traders to large companies, with very different digital skills and a high cost of error.

- Portal CSAT grew from 61% to 73% over two years (supplier survey): validated changes with user interviews, usability tests and Matomo analytics, then rebuilt the home page, cut key flows to 1–2 clicks and replaced unlabelled icons with text labels.
- Grew registered users 4.5x (1,051 to 4,728) and monthly visits 3.2x (9,710 to 31,159) in 10 months.
- Cut support load by 36% over two years (11,160 to 7,118 requests per month): moved routine requests to self-service — in-portal requests grew from 75 to 934 per month, automated document exports from 1,923 to 22,220.
- Led discovery without a product manager: triangulated a survey of 260+ suppliers, 980 support tickets, 7,900 chatbot messages, analytics, code and wiki. Found that most pain sits in payment and document processes rather than UI, and split fixes into UI, integration and business-process changes for the product plan.
- Designed an AI assistant (LLM chatbot) from zero to 400 sessions per month: interface and onboarding. When user research showed people pressing Escape to get out of the chat, restored the close button and the usual path to submit a request.
- Designed the e-offer flow, building the legal logic of the contract into the interface: contract turnaround dropped from 15 to 3.5 working days (−77%), freeing 3 FTE; 47 offers signed against a target of 20.
- Shipped 6 new portal services in 2025–2026 and built the product design system in Figma (tokens, variables, components) as the team's single source of truth; migrated the portal to the new company design system with AI tooling.

**Team and role.** Worked with a product manager until 2026; since then I lead discovery and prioritisation myself. I work with business analysts, frontend and backend developers, technical writers, support and X5 business units, run user research and track product metrics, hand off specs and run design QA on shipped flows.

### Product Designer — Lawcus LLC

September 2021 — April 2023 | Remote

A SaaS platform for US law firms: case management, document flow, billing and process automation. Sole product designer — full ownership from research to handoff.

- Ran a full product redesign in Figma: 200+ screens across all key web and mobile flows, plus new functionality.
- Built a design system from scratch — unified the interface and sped up the release of new sections.
- Researched, prototyped and tested product solutions without a research budget; also owned the landing page and marketing materials.

**Team and role.** Distributed English-speaking team, working directly with the founders.

### Middle → Lead UX/UI Designer — PARMA Technologies Group

May 2019 — September 2021 | Perm, Russia

A developer of complex information systems for government agencies and corporate clients.

- Led TradeWatch, a securities market surveillance system for detecting insider trading and manipulation, and managed a second designer. Replaced complex filters with tags: analyst onboarding ~40% faster, clicks to the target action cut in half.
- National legal statistics system: designed a fundamentally new user flow and defended it before the main client, ran user research.
- Gave a talk on design at an industry conference. Mentored junior designers and ran internal design training sessions for the team.

### UX/UI Designer — Freelance

May 2018 — May 2019 | Remote

Products for clients in Russia and Europe: a coin exchange system for a national bank, an AI recruiting service, mobile apps and e-commerce for the Scandinavian market.

## Education

Perm State University — Specialist degree in Law, 2007–2013

Google UX Design Professional Certificate (Coursera, 2022) · UX/UI Designer PRO (Skillbox, 2019)

## Languages

English — professional working proficiency (US and Scandinavian teams and clients) · Russian — native