

Danil Pliutenko

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Product Designer & vibe coder. 15 years across startups, studios, and enterprises.
Show, don't tell approach — I'd rather prototype it than pitch it.

EXPERIENCE

Independent Product Designer • Multiple Clients • Berlin

Aug 2023 — Present

Supporting the launch and growth of multiple B2C and B2B products. Consulting and owning end-to-end product design across discovery, prototyping, UI and delivery. Worked hands-on and led designers, collaborated in small cross-functional teams, and reported directly to C-level stakeholders.

- Designed a 0-to-1 MVP platform for **Waste Management Enterprise**
- Redesigned the Kids-Camp Marketplace selection flow, **increasing conversion by 215%** (0.6% → 1.9%)
- Created the **AI-Powered Design System**, delivering token-based web components in **Figma and React**
- Automated Kids-Camp Marketplace **visuals and copy with AI**, saving the content team 1,500 hours
- Led the **rebrand** of the Offline Kids-Camp Network, increasing organic traffic by 34% (126,960 → 177,550)

Design Director • Cloud.ru • Largest cloud provider in Eastern Europe

Nov 2021 — Feb 2023

Defined the visual language and UX 100+ cloud services, including AI-driven features. Led a multidisciplinary team of 20+ product, brand and motion designers, UX analysts and video specialists. Reported directly to C-level stakeholders.

- **Rebranded** the company and launched a campaign reaching **30M contacts**
- Redesigned the company website, increasing **CSAT by 20 points**
- Shipped an **MVP** for data science teams to access supercomputing resources (ML Space) **in 8 weeks**
- Migrated **100+ cloud services** to a unified design system, streamlining development and QA

Design Lead → Design Director • PINKMAN • Top-3 design studio in Russia

May 2017 — Jun 2021

Ensured design and development quality. Delivered 0→1 branding, websites and digital products for startups across multiple industries. Drove client awareness and acquisition through PR and sales. Led a 40-person design team.

- Won tenders worth \$3M, including **Nike, Mercedes, Leroy Merlin**, Sberbank, VTB, Yandex, etc
- Hired 20 designers, ran 500+ interviews, and promoted 20 juniors to mid-level in 6 months
- Delivered marketing and special-project websites recognized with **5 industry awards** (Awwwards, CSSDA)
- Launched **10 brands**. Built **8 large-scale websites** across Real Estate, E-commerce, Finance and SaaS, reaching **MAU >250K**

Marketing Design Lead • BUTIK.ru • Top-3 fashion e-commerce in Russia

Oct 2016 — Apr 2017

Led a team of 3 designers and produced campaign visuals and photo shoots for omnichannel marketing.

- Redesigned the e-commerce website, **increasing mobile revenue by 80%**
- Ran 20+ **omnichannel campaigns**, helping move BUTIK.ru to #2 multi-brand fashion retailer

Product Designer • AGRO24 • B2B platform connecting farmers with retailers

Oct 2015 — Oct 2016

- Designed and launched the MVP in 2 months, reaching 1,000 buyers and **\$500K ARR**
- Created the website and acquisition assets supporting early marketplace growth

Graphic / Digital Designer • HELICOPTER & OPEN Group • Creative agencies

Oct 2011 — Apr 2015

- Delivered 40+ campaigns(ATL/BTL, SMM and digital campaigns) for **Coca-Cola, Nike, KIA, Powerade, LG and Audi**
- Designed exhibitions for **VW Group and KIA**, reaching 1.1M visitors

Book Designer • Samokat Publishing House

May 2009 — May 2011

Designed and produced children's books, including layout and print supervision.

- **Designed 10+ titles** with a total print run of **80,000 copies**
- Automated parts of the **layout workflow with code**, increasing production speed ×3

EDUCATION AND CERTIFICATIONS

British Higher School of Art and Design •

Design in Interactive Environments

Sep 2013 — Dec 2014

Moscow State University of Printing Arts •

Master's Degree in Engineering, Information Technology and Design

Sep 2006 — May 2011

SKILLS

Domains: Cloud-tech, Travel-tech, Kid-tech, SaaS, Branding, Websites

Languages: English — B2, German — B2

Tools: Figma, Miro, Notion, Framer, Adobe CS, Recraft, Midjourney, After Effects, Jira, Confluence, Principle, GitHub, Storybook

Methods: User research (in-depth interviews, usability testing), UX metrics frameworks, Prototyping, Service Blueprints, CJMs, Design systems, Cross-functional alignment, Systems thinking, Analytics, Accessibility, Motion