Meshkov Bulat
Senior Product Designer
+35797541211 · bulatmeskov@gmail.com
https://www.meshkov.uk , https://www.linkedin.com/in/bulatmeshkov/

WORK EXPERIENCE

Exness — Jun 2025 - Present

Senior Product Designer, Limassol, Cyprus.

Global fintech company providing high-performance trading tools with over $4 trillion in monthly trading volume and millions of active traders.

- Improved the onboarding and user activation flow (verify, deposit, trade), increasing the number of traders through KYC completion by 9%, first trades by 6.5% and day-one deposits by 6.4%.
- Redesigned the iOS registration screen, increasing registrations by 2% and Google/Apple sign-ups by 42%.
- Introduced Passkeys login for web to replace SMS codes, achieving 3X higher adoption by testing two placements and shipping the winner. Enhanced the flow with Face ID/Touch ID, boosting adoption by 73% and reducing SMS costs by 7%.
- Conducted 6+ A/B tests across onboarding and payments, rolling back two changes that hurt deposits and stopping a pop-up that would have cut repeat deposits by 1.25%.

Mayflower — Jun 2023 - Apr 2025

Senior Product Designer, Limassol, Cyprus.

Employer brand of one of the largest groups specialising in live streaming platforms, top 3 in the industry, 720 million visits monthly.

- Redesigned key onboarding steps and simplified registration, expanding the creator audience by 40%.
- Optimised KYC process, boosting conversion rates by 14% and reducing repeat reviews by 35%.
- Improved mobile streaming navigation, reducing time-to-live by 2X.
- Conducted usability testing with 70+ content creators to uncover friction points for product roadmap prioritisation.
- Led an A/B test to re-activate users with a zero balance, driving top-up purchases up by 13%.
- Systematised design layouts for QA and developers, decreasing release-related bugs.
- Collaborated closely with stakeholders end-to-end from concept to pre-release demo reviews.
- Managed a team of 6 specialist (product designers, graphic designers, UX writers).

Dapio — Jan 2022 - May 2023

Product Designer, Abu Dhabi, UAE.

An innovative payment processing company for retail businesses and mobile, mPOS, and e-commerce channels, a competitor to Square.

- Designed and launched a Tap to Pay MVP for Android in 3 months, onboarding 2K MAU merchants in the first month and achieving 85% month-over-month growth.
- Pitched MVP to investors, securing $3M funding.
- Developed a cross-platform design system for SDK and White Label solutions, accelerating new features releases by 30% and ensuring consistency across SDK, web, and native platforms.
- Implemented a device readiness checklist and optimized the first-transaction flow.
- Designed merchant onboarding and KYC processes, reducing verification steps while maintaining full compliance.

Meshkov Bulat
Senior Product Designer
+35797541211 · bulatmeskov@gmail.com
https://www.meshkov.uk , https://www.linkedin.com/in/bulatmeshkov/

Turkmen-Tranzit Oct 2017 - Jan 2022
UI/UX Designer, Ashgabat, Turkmenistan.
A systems integration provider for the financial sector and business IT solutions, working with leading global IT corporations.

- Designed UI and responsive interfaces for multiple concurrent projects, delivering on tight deadlines.
- Developed winning brand positioning in a government exchange tender, securing the contract for brand and website development.
- Received presidential recognition for intuitive interface design and respectful incorporation of national symbolism.
- Implemented a comprehensive design approach blending modern UX practices with cultural considerations.

EDUCATION

Bang-Bang Education
Diploma in UX Research, 2022.

Bang-Bang Education
Diploma in UI/UX Design, 2021.

LANGUAGES

Russian: Native, English: C1, Turkish: A2.

PROJECT WORK

Statecraft
Lead Product Designer, Limassol, Cyprus. Jun 2025 - Present
Web3 startup building a mobile-first governance app for DAOs: voting, delegation and proposal tracking, integrated with Blume.

- Led a design team of 2 product designers, a UX writer and a graphic designer across Web3 products.
- Reduced key flow completion time by 75%, boosted registration and retention metrics.
- Increased CSI by 40% for a blockchain-based tool through better UX and clear interaction design.
- Defined product goals, aligned roadmap with product team, prioritised improvements based on research.
- Collaborated with cross-functional teams: C-level, PMs, engineers, marketers, QA and other designers.

Paymob Technology Jan 2019 - Nov 2020
UI/UX Designer, London, United Kingdom.
A fintech company providing cashless payment solutions – including e-POS, refund processing, staff management, and business analytics for companies of all sizes, a Fiserv competitor.

- Conducted field testing with cashiers, identifying and resolving 7 critical UX issues, reducing average transaction time by 6 seconds.
- Developed a secure UX design for payment terminals that met all PCI/EMV standards from the first prototype and passed audit with zero compliance issues.
- Designed UI/UX for POS terminals with limited screens, optimising the interface for minimal hardware capabilities.

Meshkov Bulat
Senior Product Designer
+35797541211 · bulatmeskov@gmail.com
https://www.meshkov.uk , https://www.linkedin.com/in/bulatmeshkov/

SKILLS

Product Design, UI/UX Design, Figma, Hotjar, Amplitude, A/B Testing, Onboarding & Activation, Retention, Product Strategy, Product Development, KYC, Discovery Research, Design System, Data-driven Decision Making, Prototyping, Interaction Design, Gemification, UX Writing, Design Leadership, Design Management, Fintech, Web3, User-centered Design, Competitive Analysis, iOS, Mobile Interaction Design, Concept Testing, Activation, Generative AI prototyping, Service Blueprint