

Sergei Kruglov

Senior Product Designer

Professional summary

Senior Product Designer with **14+ years of experience**, driving product growth to over **65 million additional MAU** across **190 countries** and **14 languages**. Golden Kitty Award finalist in AI. As a founding designer, successfully launched and scaled three products from zero to profitability. Spent 8+ years evolving one of the world's most popular video-downloader utilities. Proven track record in building and leading high-performing multidisciplinary design teams, establishing scalable design processes, and solving complex business challenges under tight constraints. Expert in creating consistent, scalable, cross-platform design systems.

My work has been featured in:

Forbes, The Times, Billboard, PCmag, TNW, Tech Advisor, Musicradar, Product Hunt

Employment History

Senior UI/UX Product Designer — 4K Download, Germany

Aug 2024 – Sep 2025

- Redesigned the 4K Download product site, fixed legacy UX pain points.
- Introduced a subscription model and built a scalable design system (components + tokens).
- Refreshed brand visuals across all marketing channels.
- Integrated AI for on-the-fly graphics generation.
- Hired/mentored a designer to support next-stage growth.

Founding Designer — Ai Video Cut, Germany

Nov 2023 – Aug 2024

- Proposed the product idea, delivered an MVP in six weeks.
- Built the brand platform and scalable design system.
- Reached **25,000+ users** and **~12% MoM growth** in the first six months.
- Hired the design team.

Principal Designer — Waveroom, Germany

Apr 2022 – Nov 2023

- Architected end-to-end UX and developed a token-based cross-platform design system (Web, iOS, Desktop).
- Created the brand platform from scratch: positioning, tone of voice, visual guidelines.
- Led and mentored two designers; implemented DesignOps processes.

Founding Designer — LALAL.AI, Switzerland

Mar 2020 – Apr 2022

- Served as founding and later lead designer; grew the product to **3.8M MAU**.
- Built cross-platform visual standards and full brand platform.
- Managed a team of four designers and implemented DesignOps.
- Proposed and validated the Voice Cleaner hypothesis, significantly boosting revenue.
- Finalist for the **2021 Golden Kitty Award** (AI & Machine Learning).

Senior UI/UX Product Designer — 4K Download, Russia

Jul 2016 – Mar 2020

- Delivered full UI/UX redesign for five desktop apps (Windows, macOS, Ubuntu).
- Built unified cross-platform design system speeding up releases and eliminating visual debt.
- Shipped a flagship built-in browser lifting daily engagement.
- Improved paywalls, onboarding, and control panel → significantly boosted conversion.
- Designed three new applications.
- User base grew to **60+ million** during this period.

Middle UI/UX Designer — Agile Buro (ex. Kula Tech), Russia

2015 – 2016

Designed UI/UX for a web/iOS one-hour grocery delivery service.

UI/UX Designer — Self-Employed, Russia

2012 – 2015

- Worked with digital agencies across media, fintech, entertainment.
- Led UX research (interviews, usability tests).
- Created wireframes, prototypes, and UI libraries.



Contact Information

Address: Otto-Franke-Street 45,
Berlin, Germany, 12489

hello@skruglov.com

+49 173 1560392

Skills

- UI/UX Design
- Design Systems
- Usability Testing
- Prototyping
- Copywriting
- Graphic Design
- Icon Design
- Research
- New Product Rollout
- Visual Communication
- Design Leadership
- Design Processes
- Accessibility
- HTML/CSS
- JS / TypeScript
- GA, Hotjar
- Figma
- Cursor
- Framer
- Webflow

Education

Master's Degree — Information
Systems and Technologies

Technical State University, Russia —
2009 – 2015

Courses

WWDC23 Special Event — Design
Group Lab

Apple, Jun 2023

Links

[LinkedIn](#): kruglovse
[Telegram](#): kruglovse
[Instagram](#): kruglovse

Principles

I believe deeply in products that are profoundly simple, essentially practical, and essentially human. For over 14 years, I've shaped global experiences, bringing ideas from zero to one with clarity and care.

Hobbies

- Furniture design & fabrication
- Photography