

Sergei Kruglov

Senior Product Designer

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Senior Product Designer. Contributed to the development of international digital products serving users in 190 countries and available in 14 languages, including a family of desktop applications with a cumulative user base of over 60 million. Products I worked on received recognition from the Golden Kitty Awards and the Webby Awards in AI categories. Built and scaled three bootstrapped products from concept to profitability. Worked with engineers to turn AI model capabilities into intuitive user workflows and products people are willing to pay for. Developed mass-market video download products and redesigned five applications for Windows, macOS and Ubuntu. My focus is product strategy, AI workflows shaped around user needs, scalable cross-platform design systems and collaboration with engineering teams. I turn AI capabilities into working products, from research and prototyping through to launch and monetisation.

Product awards & recognition: Golden Kitty Awards 2021 - finalist; Webby People's Voice Award 2026 - winner; Lovie Awards 2026 - finalist; International Sound Awards 2026 - winner.

Press coverage: Forbes, The Times, Billboard, PCMag, Tech Advisor, MusicRadar, TechRadar, Digital Trends.

Experience

LALAL.AI | Founding Designer

Switzerland | 2020-2026

- Designed LALAL.AI's UX from the ground up; by 2025, the product had reached 6.8 million registered users. In 2025, the service performed 63.8 million audio separation operations.
- Used analytics and interviews to propose and validate Voice Cleaner for removing background noise from speech; it accounted for approximately 14% of LALAL.AI's revenue over one quarter.
- Built a team of four designers, introduced DesignOps and created a design system with 70+ components spanning web, mobile, desktop and marketing.
- **Product recognition:** Golden Kitty Awards 2021 finalist (AI & Machine Learning, Product Hunt); Webby People's Voice Award 2026 winner (Best Use of AI & Machine Learning); Lovie Awards 2026 finalist (Creator, Creative & Media Tools); International Sound Awards 2026 winner (Product).
- **Ai Video Cut:** developed the concept, UX and brand for an AI service that turns long-form videos into short clips; launched an MVP in six weeks as part of a two-founder team. The product reached 25,000+ users and grew by approximately 12% per month in its first six months.
- **Waveroom:** designed the UX of a remote podcast and interview recording service across web, iOS and desktop; created a token-based design system and a unified brand language across 20+ touchpoints.

4K Download | Product Design

Germany | 2012-2020

- **Desktop applications, Senior UI/UX Product Designer:** redesigned five complex applications for Windows, macOS and Ubuntu; formulated hypotheses about market demand and defined core features for 4K Tokkit and 4K Image Compressor. The product family has a cumulative user base of over 60 million across 190 countries.
- Built a team of three designers and created a design system with 100+ components, reducing the UI release cycle from approximately three weeks to ten days. Reduced asset preparation time from approximately five days to two using Figma and AI.
- Proposed an embedded browser and a shared control panel, and integrated AI post-processing; these features and workflows improved activation and retention. Increased paywall conversion from 3% to 6.8% through experimentation.
- **Website and subscriptions, Head of Design:** owned website and subscription design; worked with developers to create a token-based design system with 60+ components, reducing design handoff time by approximately 35%.

- **Product recognition:** 4K Video Downloader ranked No. 1 in TechRadar's roundup of free YouTube downloaders; featured in PCMag and Digital Trends.

Personal Projects

Since 2025

- **Vana (2026):** conducted R&D into user-facing insights from health data for Vana Labs and built a native iOS demo in two months, with interactive insight cards, 3D reconstruction using Metal and generative audio.
- **Surrly (2025):** independently designed, developed and released an iOS dream journal with AI-powered dream interpretation on the App Store in three months, including onboarding, subscriptions and launch preparation.

Skills

0-to-1 product development: research, product concepts, MVPs, launch and monetisation.
AI and R&D: testing product hypotheses and designing AI-powered user workflows.
Development: functional prototypes, AI-assisted iOS development, AI feature integration and App Store releases.
Growth: onboarding, activation, retention, paywalls, subscriptions and A/B testing.
Design and leadership: UX/UI, cross-platform design systems, design tokens, team building and DesignOps.
Tools: Figma · Cursor · Claude · HTML/CSS · TypeScript

Education

Master's degree in Information Systems and Technologies
State Technical University, Russia

2009-2015

WWDC23 Special Event - Design Group Lab
Apple

June 2023