

Maksim Sovenkov

Product Designer, Aspiring Insights Analyst
Valencia, Spain

Product designer with 8+ years of experience and growing expertise in data analysis. Focused on leveraging data insights to improve product decisions and UX; developing Python, SQL, and text-analysis skills through work and personal projects. Passionate about data analytics, AI-driven automation, and applying ML to improve automation processes.

Contacts

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- github.com/luckyfoxdesign
- <https://luckyfox.design/projects>
- [behance.net/luckyfoxdesign](https://www.behance.net/luckyfoxdesign)
- dribbble.com/luckyfoxdesign

Core skills

- Product/UX design; Admin CRM, User billing info; Taxes; Fraud payments; Payment form;
- Data analysis (BigQuery, GA4, Python, SQL); Excel dashboards; A/B testing & funnels; LLM/automation (incl. text clustering, Claude);
- Design systems; Accessibility (WCAG); Prototyping (Figma); Motion/animation (HTML/CSS/JS).

Experience

Product Designer

Mar 2023 – Aug 2025, 2 years 6 months
Semrush, Spain

- Prepared an analytical report on checkout form behavior using BigQuery data; identified drop-offs, calculated completion/abandonment, and gave recommendations.
- Built an Excel dashboard with the visit–submit–purchase funnel using GA4 events exported from BigQuery.
- Led checkout form experiments with the product team, achieving higher purchase conversion and faster field completion.

- Led a legacy system redesign that reduced deployment time from one month to 1–2 weeks by improving component architecture and interaction design.
- Collaborated with Head of Product and HR on a data-driven quarterly Performance Review system for objective designer evaluation.
- Learned Python for data science; implemented text clustering using various algorithms.
- Applied data analysis techniques to evaluate interface effectiveness and identify improvements.

UX Designer

Jan 2021 – Mar 2023, 2 years 3 months
Semrush, Russia

- Designed three admin-panel interfaces: offer creation, offer management, and subscription management.
- Implemented visual updates to payment forms to improve usability/UX.
- Hired and trained a UI specialist to become a UX designer in one year.
- Led Behance/Dribbble projects as PM; one project won a 3D award.
- Built a dashboard for fraud analysts to spot suspicious transactions.
- Designed PayPal integration for payment systems.
- Researched with Python + internal APIs; analyzed metrics and ran A/B tests.
- Improved payment forms to meet WCAG accessibility standards.

UI Designer

Feb 2018 – Jan 2021, 3 years
Semrush, Russia

- Designed a user invitation form that increased conversion to paying users by 8%.
- Restyled the admin payment list, improving user-reported convenience by 28%.
- Prototyped/designed a new payment form.
- Developed a color-picker component for the Semrush design system (component link).
- Delivered an [animation workshop](#) (JS/CSS/HTML) for Semrush designers (example).
- Published an article on VC about migrating from Sketch to Figma.
- Documented internal Figma project rules; migrated 7 components from Sketch to Figma.
- Created a random-number Sketch plugin ([GitHub repository](#)).
- Designed error-state animations ([errorsanim.luckyfox.design](#)).
- Built and tested a framework for evaluating design candidates (≈6 months usage).

Web Designer

Apr 2016 – Apr 2017, 1 year
IHOL, Russia

- Full redesign for “Мясо и рыба” (Moscow): +18% audience, +61% time on site, -43% bounce.
- Custom website design for a dental practice.

Web Designer

April 2017 – November 2017, 8 months

AdvertStar affiliate network, Russia

- ~10 ad types for conferences/promos; animated Facebook cover;
- dozens of animated ad banners;
- ~40 Google Play promo previews; conference website design