

Russ Seidametov

Product Designer

Product Designer with 4+ years of experience designing data-heavy products in early-stage startups. Focused on turning complex systems into clear, usable experiences. Strong track record of owning products end-to-end and shipping under ambiguity.

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Experience

Product Designer | FiyPod

Aug, 2024 - Present / San Diego, CA

- Led design of core features for athlete performance platform, working directly with CEO and engineering
- Designed Athlete Intelligence, reducing coach decision time from 60–90 min to <5 min and enabling expansion to 50K+ athletes
- Built video + GPS highlight feature, enabling shareable performance content and driving organic growth
- Defined product scope and roadmap, balancing speed with long-term scalability
- Conducted research with performance coaches to inform product direction and iterations

Product Designer | Breakthru

Jul, 2023 - July, 2024 / San Diego, CA (remote)

- Led design of CRM and community platform for nonprofits and political organizations
- Built self-serve hub builder, reducing setup time from 4–6 hrs to <20 min and saving 15–20 eng hrs/week
- Designed engagement system increasing task completion by 45% and weekly engagement by 30%
- Created modular product patterns to support multiple customer types

Product Designer | Blast Athletics (contract)

Mar, 2023 - July, 2023 / San Diego, CA (remote)

- Designed responsive web newsletter and multi-user dashboards for athletes, parents, and sponsors using Figma
- Created user-centered dashboard experiences with personalized interfaces across athlete recruitment, parent communication, and sponsor visibility

Freelance Designer

Feb, 2022 - Mar, 2022 / San Diego, CA (remote)

- Transitioned from photography/videography to digital product design through freelance web design and UI/UX projects

Education

Google UX Design Certificate | Coursera

April, 2022 - October 2022

International Law | National University Odessa Law Academy

Sep, 2012 - May 2015

Skills

Design

UI Design,
UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Motion design,
Interaction design,
Design systems,
Branding

Research

User interviews,
Usability testings,
Persona hypothesis,
Competitor analysis,
Tree testing

Tools

Design

Figma, Sketch,
Adobe Creative Suite,
Claude Code, Cursor,
Lovable,
Paper.design,
Pencil.dev

Research

Google Analytics,
Hotjar, Amplitude,
Sentry, Survicate,
ActiveCampaigns

Product / Project Management

Jira, Linear, Slack,
Notion