

Sasha Cherepanov
Senior Product Designer

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Semrush
Senior Product Designer
Apr 2025 — present

Led and designed paid features in the Reporting add-on: trials, paywalls, grace period, seamless upgrade. Instrumented and analysed GA4 events; designed and launched 7 A/B tests.

Raised paid report upgrades by 126%, paywall CTA by 7.6%, overall purchases by 21% and repeat purchases by 64%, with no significant churn.

Redesigned the report export flow: conversion rose from 58% to 70%, use of AI Summary grew 3.4×. Escalated a missing metric to the A/B platform team to make the experiment measurable at all.

Built a data-driven funnel map from verified GA4 events and keep rebuilding it; the PO and I plan test scope from it.

Worked features through the full production cycle: hypothesis, draft, grooming, design review on RC, conversion review after release, next hypothesis.

loo.ch
Lead Product Designer
Jun 2024 — Feb 2025

Led and delivered product design for Yandex Maps and News in the Turkish market, collaborating with POs, analysts, researchers, and dev teams.

Designed and launched Onside, an alternative European app store.

Contributed to interviewing and hiring designers for the team.

WRS
User Experience Designer
Feb 2017 — Jul 2017

Led a team of four — three designers and a UX writer. Redesigned the app's core scenario, collaborating with POs, analysts and dev teams while aligning with other product teams.

Raised ad impressions by 58% (core monetization), promotions CTR by 205% and partner resource visits by 97% (B2B monetization).

Ran eight JTBD interviews and quantitative research to rediscover the app's core value. Defined a two-year app vision and structure with the CPO — a map every PO could plan against.

Product Design Contractor
Mar 2019 — Feb 2022

Delivered end-to-end designs for companies like Skyeng and Yandex Praktikum as an in-house and contract designer, collaborating with POs, analysts, project managers, and dev teams.

Skyeng
Product Designer
Sep 2018 — Mar 2019

Researched design processes in non-product teams, interviewing over 50 people and documenting challenges and existing design assets. Automated design workflows by creating tools for managers, reducing repetitive tasks for designers by 50%.

Method.Education
User Experience Designer
Mar 2018 — Sep 2018

Redesigned an educational platform in close collaboration with the founder.

Koshelek
Lead Product Designer
Feb 2022 — Mar 2024

Designed apps and websites for charity, media, and retail sectors. Created high-fidelity, complex interface animations.

User Experience Design Contractor
Sep 2014 — Feb 2017

Skills

Product — Product Thinking, Product Vision, Product Design, Product Strategy, Roadmapping, Conceptual Design, Design Thinking

Research — User Research, JTBD, Qualitative and Quantitative Research, Market Research, Competitive Analysis, Surveys, In-depth Interviews, Usability Testing

Data & Experimentation — Product Analytics, GA4, Event Instrumentation, Funnel Analysis, A/B Testing, Experiment Design, Conversion Optimization, Metrics Definition, Data-Driven Design

Design — Interaction Design, UX, UI, Mobile and Web Design, Information Architecture, Design Systems, Wireframing, Prototyping

Tools — Figma, Sketch, Adobe Photoshop, Adobe InDesign, HTML, CSS, AI, Claude

Leadership — Team Leadership, Coaching, Mentoring, Hiring and Interviewing, Stakeholder Alignment, Cross-functional Collaboration, Communication