

Valeriy Sirotkin

Product Design Lead · Principal Product Designer

Yaroslavl, Russia

Contacts

+7 915 995 4974

valera@internet.ru

valerasirotkin.ru

Skills

- Product Design
- Design Leadership
- Design Systems
- Design Operations
- Prototyping

Education

2006 - 2011
Mechanical Design Engineer
Yaroslavl State Technical University

Languages

English - Intermediate

Hobby

Sports · 3D / Blender · Music · Books

About

Product designer and design leader with over 15 years of experience. Designed and launched digital products at Mail and VK, developed design systems, and led product design teams.

I drive product improvements through hands-on design, systems thinking, and team leadership. I combine product expertise with a strong attention to visual detail.

Experience

August 2025 – September 2026
Head of Mail Product Design · VK

- Led a team of 5 product designers, overseeing team development, hiring, and design quality.
- Led the launch of unified navigation across Mail and VK Tech products. A shared technology stack reduced duplicated development efforts, while the average number of products used per user increased from 1.2 to 1.6 (+33%) by September 2026.
- Led the launch of the redesigned Mail app home screen.
- Worked with the product team to define Mail's product strategy and development priorities.

January 2023 – July 2025
Design Systems Lead · VK

- Developed the Paradigm and VKUI design systems for VK's B2B and B2C products, establishing consistent approaches to interface design.
- Evolved the visual language of Mail products as part of a major rebranding initiative to bring the Mail and VK brands closer together.
- Developed a shared design token system, reusable components, and platform-specific libraries.
- Created and launched the design system documentation website at paradigm.mail.ru.
- Established design quality standards and Design Review processes, aligning designers and engineers.

March 2019 – December 2022
Lead Product Designer · Mail.ru Group

- Contributed to the launch of a redesigned Mail email service, designing key user journeys and interfaces.
- Worked on improving Mail's user experience. During the team's work, the service achieved its highest-ever NPS and ranked first among email services in NPS.
- Designed navigation, settings, and new product features across Mail products.
- Built internal tools for creating promotional pages and email marketing campaigns.

April 2016 – February 2019
UI/UX Designer · Tensor

Led a team of 2 interface designers and designed the SBIS online accounting platform (sbis.ru).