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Based in Saint Petersburg, Russia

Roman Beno, Product Designer & Design Manager

I started my career in marketing, then transitioned into UX design—first in game development, then at a design studio where I spent 6 years working on web and mobile products across various industries. Since 2021, I've been in a design lead role: building teams, establishing processes, and overseeing design strategy and outcomes. I've worked with both B2B and B2C products at all stages—from research and strategy to visual design and testing.

My approach focuses on user-centric design, driven by JTBD theory and pain point analysis. I'm passionate about tackling complex, ambiguous challenges that go beyond design, allowing me to influence products holistically.

Easy Padel

2023–2025

Head of Design

Oversaw the design of a digital product ecosystem for the MENA padel market. Developed and scaled a CRM, coach interfaces, a web platform, a mobile app for players, dashboards for corporate clients, and a federation platform. Built and evolved the design system.

Led the design team (10 designers), collaborated with stakeholders, and improved processes. Conducted design and flow reviews, research, testing, and data analysis. Designed new features and optimized UX.

Padel.ru

2024–2025

Digital Art Director

Responsible for product design, UI/UX, research, and UX-testing for the Russian padel market.

Technaxis

2024–2025, part-time

Design Consultant, Art Director

Designed e-commerce products (Fitness Formula, iTab). Developed visual concepts, interfaces, and UX improvements.

AdChampagne

2021–2023

Digital Art Director

Managed a multidisciplinary design team (18 specialists). Oversaw UX/UI design for both internal services and clients digital products. Improved team workflows and design quality across projects.

Art. Lebedev Studio

2015–2021

UX Designer

Designed websites and digital products for web and mobile (clients: Gazprom, ASV, Sozvezdie, S8 Capital and others).

Game Insight

2015

UX Designer

Designed interfaces for the mobile game Paradise Island 2.

Education

Technology & Design (MGGU), UX Research (Usability Lab), Head of Product Design (BBE), Design Management (BBE)

Skillset

Product thinking, product vision and strategy, innovation, product development and management, qualitative and quantitative research, market analysis, user research, experiments and A/B testing, Google Analytics, UX/UI design, interaction design, design systems, adaptive and conceptual design, information architecture, web and mobile, Figma, Sketch, Axure, wireframing, prototyping, HTML, CSS, JavaScript, PHP, stakeholder management, leadership, mentoring.

Interests

Web development, video games, film photography, AI, true crime podcasts, cats, cooking, asian movies.