

Denis Kopylov

Senior Product Designer, Berlin

Linked In: @deniskplv ↗

Portfolio: kplv.design ↗

About

Senior product designer with 9+ years of experience. My expertise lies in 0 → 1 projects, where I focus on in-depth research, code prototypes, and seamless user experience. I'm also a profound design mentor and emerging design lead.

Experience

* Mobile

* React Native

Ostrom ⚡

Mar 2025 — Now / Germany / Senior Product Designer

The first virtual power plant app in Germany and an expat-friendly energy provider. I led end-to-end redesigns of core features — household device charts, statistics for electric vehicles and solar, as well as growth experiments. Run discovery workshops, laid down the base for new design system, and worked directly with C-level across marketing and product.

Beyond IC work, I hired and onboarded a designer, owned quarterly planning for the design team, and continuously improved design process across company.

Trade Republic 🏦

* Fintech

* Mobile

Aug 2023 — Dec 2024 / Germany / Product Designer

Prevented *** thousands of € in potential damages by implementing financial crime and security features, such as recurrent diligence, new devices login, and blocked account features.

Worked across multiple teams to align on solutions that balanced security, scalability, and user experience. Led design of an internal web performance review tool from scratch, validated through user testing and adopted company-wide. Presented design decisions and progress to C-level leadership on a weekly basis.

ADPList 😊

* Mentoring

May 2023 — Apr 2025 / Worldwide / Mentor

Led over 70 mentorship sessions with junior and mid-level designers. Recognised among the top 1% of design mentors globally.

*

Denis Kopylov

Senior Product Designer, Berlin

Linked In: @deniskplv ↗

Portfolio: kplv.design ↗

JetBrains

* AI Tools

* Web

Nov 2022 — Jul 2023 / Netherlands / Product Designer

Shipped new AI features for Grazie tool for developers and content-creators. Developed growth-oriented features, including an onboarding survey, feedback forms, and integrated entry points for other Grazie tools.

Arrival *

* Web

* Mobility

Dec 2021 — Jul 2022 / United Kingdom / Senior Product Designer

Created a new agent portal from the ground up, improving usability and access to key information. Streamlined customer help navigation and content.

SberDevices

* Cross-platofrm

* B2C

Jan 2021 — Dec 2021 / Russia / Senior Product Designer

Launched core features including places search, activity exploration, and event booking, achieving 19 million MAUs with strong conversion to paid services.

...before

* Saas

* Fintech

from 2017

Contributed to Yandex.Map, the largest navigation service in Russia. Developed loan features for Sberbank, the country's leading fintech app, and worked on Yandex.Telephony, a B2B call service with thousands of MAUs and high retention.

Education

British Higher School of Design

Sep 2020 — Aug 2021 / Russia

Completed vocational training in digital product design and mobile application design. Final project for Badoo made it to U AWARDS short list.