

Yuriy Bruskov

Product Designer · AI-Enhanced Prototyping & User-Centric Workflows

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Product designer with over ten years of experience turning user needs into interfaces people actually want to use. I started out in graphic design at small web studios and now lead collaboration features at Semrush. Along the way I've learned to mix solid data with fast AI-assisted prototyping, always with an eye on doing right by the people who'll use what I build.

User Research & Testing

- Designed qualitative interview scripts and quantitative surveys for new features
- Ran usability tests and quick corridor checks, then iterated fast on what I heard
- Dug into product event data in BigQuery with analysts to track funnels and find where users got stuck

AI Integration & Prototyping

- Ran internal AI workshops, showing the team what these workflows could actually look like
- Rapid prototyping in Figma, Cursor, and v0
- Shared what I learned about prompt engineering and AI tools with the rest of the company

Collaborative Design & Delivery

- Worked closely with PMs, developers, and analysts to align on requirements and hand off designs
- Wrote a full guide for implementing widget-sharing flows that the team actually found useful
- Public speaking: conference talk "To Make the World Better..." on small-steps ethics in design

Product Designer

Semrush

Prague, 2015–Present

- Shaped collaboration and data-sharing features used by thousands of customers
- Ran user testing and worked with analysts on the data behind it
- Wrote and documented a widget-sharing guide that's now used consistently across product lines
- Organized AI-focused prototyping workshops and hackathons

UI/UX Designer

Two SaaS Companies

2012–2015

- Designed interfaces and prototypes for mid-market web applications
- Established reusable design components and collaborated on front-end implementation

Graphic & Web Designer

Web Studios

2008–2012

- Created brand identities, marketing assets, and responsive websites
- Turned client requirements into visuals that were clear and easy to act on

Engineering Degree (Agricultural specialization)

UX/UI design workshops · AI tool integration courses

Figma · Cursor · v0 · Claude Code · Codex · BigQuery · HTML/CSS basics · GA4

Russian (native) · English (intermediate; actively improving)

"Small steps matter." Every detail in a design is a chance to make someone's day a little easier, and I try to remember that on every project.