# Artur Lubin

## Product designer & developer

I design and build websites, online stores and product interfaces.

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ar4.ee
Tallinn, Estonia · Open to remote
Estonian, English, Russian

### 01 SUMMARY

Product designer and developer with 10+ years in design across e-commerce, fintech and marketing. I design and build websites, online stores and product interfaces as one person, from the first sketch to launch: structure, design, copy and code. In 2026 I co-founded and built the A-SCAPE online store and designed and built the Tartupak and Travel Atelier websites for clients.

Behind it, ten years of product work at Placet Group in consumer lending: financial platforms, credit flows, mobile apps and design systems across several brands, where every screen has to be clear. Skilled in turning business requirements into clear user flows, prototypes and polished UI, and in working closely with product managers, developers and stakeholders on user-centred, conversion-focused solutions.

### 02 SKILLS

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| **Product & UX design** | User flows, information architecture and UX for complex financial products; onboarding, application journeys, dashboards and account views; mobile-first design for iOS/Android and responsive web. |
| **UI & visual design** | Design systems, components, layout grids and interaction patterns; high-fidelity interfaces for fintech platforms, web apps and online stores; branding, identity systems and a consistent brand language across digital and print. |
| **Development** | React, Next.js, Vite, TypeScript, Tailwind CSS; Medusa (e-commerce backend and admin); Sanity CMS; Vercel; payment, delivery and email integrations. |
| **Marketing** | SEO, Google Search Console, Google Merchant Center, Google Ads setup; campaign visuals, landing pages, banners and email assets; print-ready materials: brochures, roll-ups, posters, OOH. |
| **Research & process** | UX audits and heuristic evaluation; wireframing and prototyping from low to high fidelity; iterative design with developer and stakeholder feedback. |
| **Tools** | Figma, Adobe CC (Photoshop, Illustrator); AI-assisted workflow with Cursor, Claude and ChatGPT. |

### 03 OWN AND CLIENT WORK

**A-SCAPE — online store, co-founder** ascape.ee — 2026 — Present

**Design, development and marketing, end to end**

An aquatics store selling to Estonia, Latvia and Lithuania, in Estonian, English and Russian. Co-founded and built from zero to a live store in about 5 months.

- Designed the store and built the **Next.js** storefront: navigation by hobby, filters for comparing equipment, a cart that shows the full cost, and a checkout whose carriers and prices follow the country.
- Built the **Medusa** backend and admin with our own sections for orders, supplier fulfilment, prices and margin, and catalogue releases; a customer account that shows each order's progress.
- Automations between the store, the admin and its services: Montonio payments, Omniva and DPD delivery, email.
- Marketing: SEO and Google Search Console in three languages, a product feed in Google Merchant Center for free Shopping listings, and a Google Ads account set up.

**Tartupak — client project** tartupak.ee — 2026

**Design & development**

A B2B website for an Estonian corrugated packaging manufacturer, replacing its previous site. About 2 months.

- Designed and built the site in **Next.js** on Vercel, in Estonian, English and Russian, and wrote most of the copy with the client's input.
- A catalogue of 141 FEFCO box styles with search, series filters and a page for every code; one quote form that opens with the product or box code already filled in.
- SEO and Google Search Console for all three languages; Google Ads campaigns.

### Travel Atelier — client project travelatelier.ee 2026

**Design & development**

A website for an Estonian boutique travel agency, replacing its previous site. About 3 weeks.

- Designed and built the site in **Vite** on Vercel with content in **Sanity CMS**, so the agency edits texts and photos without a developer.
- A destination globe, destination cards and a trip request form that prepares a ready email; most of the copy and translations (Estonian, Russian, English).

## 04 EXPERIENCE

### Placet Group OÜ — Tallinn, Estonia 2016 — Present

**Senior Product & UX Designer**

- Led UX/UI design and system architecture for a new Open Banking financial platform, covering user flows, prototypes and visual design.
- Designed mobile and desktop interfaces for fintech products including **smsraha.ee** and **laen.ee**, aligning UX with business goals and regulatory requirements.
- Developed the **moncera.com** deposit product from scratch, ensuring seamless onboarding and a consistent visual language with existing brand assets.
- Built a unified multi-product credit application flow used across several brands, simplifying customer access to different loan products.
- Created a price comparison product for Estonian retail markets, focusing on clarity of complex financial and product information.
- Collaborated closely with developers to ensure responsive, accessible and user-friendly implementations.

**Key skills used:** UX architecture, user flows, wireframing, prototyping, responsive web design, design systems, Figma, Adobe CC, marketing design.

### Dreamline — Freelance (Remote) Jan 2019 — Sep 2022

**Graphic & Web Designer**

- Designed digital and print advertising campaigns, including visuals for web, social media and email.
- Produced print assets such as roll-ups, brochures and flyers aligned with ongoing campaigns.
- Assisted with website graphic updates and visual consistency across pages and marketing materials.

### Melior Clinics Tallinn — Freelance (Remote) Jul 2019 — Apr 2022

**Graphic & Web Designer**

- Designed advertising and printed materials (flyers, posters, magazine ads) for a beauty clinic.
- Created and maintained website visuals and promotional campaign graphics.
- Supported the brand across various channels, ensuring a coherent visual identity in both digital and print formats.

### K-Rauta AB — Freelance, Tallinn / Remote Apr 2019 — Oct 2022

**Graphic & Web Designer**

- Created and executed advertising campaign concepts for digital channels.
- Designed multi-format assets for Facebook, Google Ads and email campaigns.
- Prepared files for email marketing and ensured consistency of campaign visuals across all platforms.

### Kaup24.ee — Tallinn, Estonia Aug 2014 — Sep 2016

**Graphic & Web Designer**

- Designed daily promotional campaigns for a rapidly growing e-commerce platform.
- Produced banners, campaign visuals and email marketing materials under tight deadlines.
- Helped organise and distribute products into visual categories, improving their presentation and clarity for users.