

# Denis Bakulin

## HEAD OF DESIGN

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[Site](#) (iambakul.in) · [Cases](#) (glitchy.design) · [Biography](#) (bakulin.me)

Design leader, 15+ years in design, focused on B2B fintech: building design teams and the systems they work on, with own AI tooling to do it faster. Outside the day job, a glitch artist with 500+ hand-made works and a founding member of the Glitch Cult collective.

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## EXPERIENCE

### Arival Bank

7+ years

#### Head of Design

Jun 2023 – Present · Full-time

- **Built the design function from the ground up**, scaling the team to four designers and establishing design processes, standards and cross-functional collaboration with product and engineering; three of the designers grew from junior to owning whole areas – both mobile apps, the back office, major product features.
- **Led the redesign of the fintech product ecosystem across web, iOS and Android**, covering onboarding, accounts, payments, teammates, documents, settings, all existing flows and operational dashboards (2024–2025).
- **Designed a configurable design-system architecture enabling white-label banking products** through customisable typography, colour schemes, layout presets and UI component styling (2026).
- **Won Best User/Customer Experience Initiative for Business** at the Banking Tech Awards USA 2026 – led the design; the same year's winners include JPMorganChase, Morgan Stanley and Bank of America.

#### UX/UI Lead

Jan 2022 – Jun 2023 · Full-time

- **Led the full desktop and mobile bank design-system update** at the start of 2022.
- **Oversaw implementation of the document-management system** in the product – fast document sharing across devices and faster support.
- **Streamlined design documentation** and strengthened product research with a competitive-analysis framework.

#### Senior Product Designer (UX/UI)

Sep 2019 – Dec 2021

- **Implemented and maintained 2 design systems and 2 libraries** across the company's products for consistency and faster layout work with the front-end team.
- **Independently built the first version of the compliance-system interface**, working closely with compliance officers and product owners.
- **Ran regular UX analyses of competitor apps**, generating design hypotheses used in later product versions.
- **Nominated for the Golden Rocket Company award** in December 2020 after a major update of two products.

### **Metrocom LLC**

Aug 2019 – Jul 2020 · Contract, alongside Arival

Senior Product Designer (UX/UI) · construction-management software

- **Independently designed an integrated project-data management system** for Gazpromneft-Razvitie, a large capital-construction developer, giving all participants one digital workspace for control, supervision and documentation.
- **Worked with stakeholders on new functionality**, contributing feature ideas later shipped in the product.

## **Vse Platezhi**

Jan 2019 – Jan 2020 · Contract, alongside Arival

Senior Product Designer (UX/UI) · online payments service

- Led a complete redesign of the company's main product and website.
- Built a scalable design system and a 400-component interactive Figma library, unifying product and web under one visual language.

## **Neurocity**

May 2018 – Apr 2019 · Full-time

Product Designer (UX/UI) · interactive displays and wayfinding

- Developed a design system for interactive applications; built an interactive navigation and wayfinding system for the Moscow City complex; designed interactive displays for a shopping and entertainment centre.

## **Rise Media Group**

Jun 2017 – May 2018 · Full-time

UI/UX Designer · digital agency

- Delivered 10+ projects for malls, a concert hall, an engineering firm and a promo agency – G&K Hamina (City-Park Grad, Event-Hall), Moskovsky Prospekt, PGS Project, Victory Team.

## **Institute of Economics and Law**

Sep 2015 – Jun 2017 · Full-time

Graphic/UI Designer · university

- Refreshed the institute's identity and printed materials; shipped an online admission application as part of the team; co-organised events of 1,000+ guests.

## **Mail.Ru Games**

Aug 2012 – Jul 2013 · Full-time

Technical Support Specialist

- Player support for online games – The Lord of the Rings Online, Allods Online.

## **Freelance · FL.ru**

2008 – 2011

Web & UI Designer

- Web and interface design for direct clients – 80+ client reviews, 5.0 rating.

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## EDUCATION

### **Voronezh State University**

2010 – 2015

Faculty of Computer Sciences · Bachelor's programme, not completed

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## BEYOND WORK

- Glitch artist as Glitchy Pixels – 500+ works made by hand, exhibited internationally; founding member of the Glitch Cult collective, on the organising committee and jury of its festival in Zagreb, 2026 (442 submissions; 58 artists from 18 countries selected).
- Own AI design harness, Glitchy Brain, and Glitchy Computer, a hub of browser tools for generative graphics.