



Anton Savchenko

Portfolio: 4keller.com

Age:

32 years

Experience

12 years and 6 months

Location

Russia, Krasnodar

Good day, my name is Anton and I am a product designer with extensive T-shaped expertise in graphic design. I have been in the design industry for 12 years, with the last 5 years focused on product specialization.

This extensive practical experience has made me not only proficient in UX, but also knowledgeable about frameworks, hypotheses and UI.

I have recently won the Ozon Fintech Product Design Competition. – <https://t.me/bbeuxui/727>

Product experience



Product Designer (Senior) – Pay Tower

September 2023 — Present (10 months)

I am creating a design concept for a multidisciplinary holding company in the field of cryptocurrency

I was jointly responsible for designing the product flow, starting with the CJM and finishing with a complete set of screens, including all extreme and validation scenarios. My responsibilities include product design within the company, as well as ensuring consistency of interfaces and marketing.

- I developed the concept of a PSP crypto-processing product, and with the team, brought it to the Minimum Viable Product (MVP)
- Created a comprehensive design system (not a UI kit), synchronized with the front-end and back-end teams and developed a fully-fledged storyboard.
- As a product designer, I generate ideas, concepts, and solutions, form visions and images of products
- Lead design teams (internal and external)
- I responsible for the entire process of creating solutions, from research, concept creation, interaction experience design, to hypothesis testing.



Lead product designer – AlfaBit.Group

December 2021 — July 2023 (1 year and 8 months)

I was responsible for the design of a cryptocurrency wallet for both Android and iOS devices, as well as a Telegram game API. The project involved combining cryptocurrency balances with fiat balances.

- Worked on three projects within the same project stream, each with its own product manager, systems analyst, UX writer, and developers: front-end, back-end, and testers
- Together with the product manager, led research processes, customer development (CusDev)

Languages

Russian

●●●●●●●●
Native

English

●●●●○○○
B2 intermediate

Completed courses

UXacademy

Digital Product Design: UX/UI
(author's course Yaroslav Shuvaev)

Hard Skills

The design of the system, I can build from scratch on tokens with documentation

Figma: auto-layout, components, variations, etc.

Research and analytics (to build hypotheses, to look for problem areas and bottlenecks)

A/B testing, in-depth interviews and surveys with users, collecting and processing feedback, competitor analysis, building Flow, CJM

Conducting a design review

Supervision of junior designers

Technical illustrations and icons

Writing technical documentation and instructions for developers/designers

Tools

Figma/Pixso

Axure

Illustrator / Photoshop

Notion / Miro / Jira / Confluence

and (JTBD) to identify the needs and wants of users, which allowed to create a product that best met their requirements

For a team of five product designers, conducted weekly design meetings to create a creative atmosphere in the team, monitor competencies and performance, conduct reviews, and provide transparency in the design process

- Accompanied the design system throughout the company's ecosystem and designed complex user interfaces, including end screens, dashboards, and personal accounts
- Worked through the various stages of the project, from the initial idea based on business requirements and user needs, through to development and maintenance
- Proposed and implemented improvements to the release process, engaged designers, conducted technical interviews, and assembled a professional design team

Results:

- Implemented design systems across all products of the company and laid the foundation for future product development
 - Helped in the onboarding of new product managers and designers.
- Additionally, conducted hypothesis research, usability testing, and corridor testing. Worked with user stories and 5-second tests to ensure that the product met user expectations. Conducted A/B testing on the wallet prototype.



Product Designer – Smart Team Service

December 2020 — November 2021 (1 year)

The portal has been designed <https://соревнования.рф>, which has served as a single platform for thousands of athletes and organizations in the field of amateur figure skating.

The main task was to solve the problem of the lack of a single mechanism for holding competitions. As well as to create easy access for people to this sport

- Hypothesized, prototyped, and experimented with various designs, conducted research
- Designed a design system
- Created the design for web services
- Developed the visual language for the product
- Adaptation to accessibility. We conducted a full review, fixed errors in enlarged fonts, and developed guidelines. I guided the process and formed the rules of future work for designers



Product Designer – Reborn game

December 2019 — November 2020 (1 year)

Worked on an international project in the area of MMO games – l2reborn.org

- As the sole designer, redesigned the company's main portal, including landing pages, registration forms, news, and feedback. Also created a user account from the ground up
- Was part of two product teams, each with their own product manager and developers, including front-end and back-end developers, as well as testers.
- During the project, I conducted A/B testing on individual product elements and conducted split testing on various versions of landing pages to test hypotheses.

In addition, I was responsible for redesigning the company's entire brand and providing ongoing support.

- This included maintaining the company's corporate identity in all communication materials, creating event banners, and overseeing the design of event materials for gaming-related events.



Lead Designer – CENTEK

September 2016 — October 2019 (3 years and 2 months)

Worked in a trading company dealing with kitchen, climate and household appliances

- Led a team of graphic designers and conducted reviews of their work. I helped to improve their skills and coordinated their efforts with the editors.
- I have designed the layout of landing pages and multi-page websites for the company. Additionally, I have worked on communication design, including social media and graphic design



Web Designer – BAUER International Group GmbH

June 2013 — June 2016 (3 years and 1 month)



Graphic Designer – KUBAN STATE UNIVERSITY

September 2011 — May 2013 (1 year and 9 months)

About hard skills

Product: I know how to ask great questions. I come up with features that are not just useful and convenient, they actually solve business problems. I'm not into frameworks for the sake of using them, I prefer logic and meaningfulness. I understand metrics and know how not to make them look bad. I can come up with a great list of questions for an interview (which I think is really important). Custdev and discovery are my strengths.

UX: I'm always up-to-date with the latest trends and best practices in UX. My level isn't a ceiling for me, I'm constantly learning. For example, I took a course on digital product design from Yaroslav Shuvaev. This guy taught me how to make an interface as useful and user-friendly as possible. I've taught this skill to a few people who are now working at companies like Kolesa, MTS, and Yandex.

UI: In my 12-year career, I've been a graphic, web/UI, and UX designer for the past 7 years. Throughout that time, I've mastered a ton of graphic tools and developed a great eye for design, which makes it really easy for me to work in the product world.