

Alexey Primechaev

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## SUMMARY

Product designer & design engineer with 8 years of experience building and optimizing digital products at scale. Skilled at user-centric product ideation, data-backed iteration, unique visuals, intuitive UI, and cross-functional collaboration. Good at applying novel tools to speed up processes and contextualizing product metrics in user experience.

Turn ons: B2C, small & efficient teams, organization flexibility, ethical game design application, non-chatbot AI interfaces, modern graphics.

Turn offs: unreasonably long TTM, bureaucracy-driven processes, "can't be done" attitude, cumbersome project-management routines, narrowly-defined roles.

## SKILLS

Product & strategy: full lifecycle expertise (from ideation to impact evaluation and iteration), stakeholder management, roadmapping, hypothesis validation, data-driven iteration (OKRs, KPIs)

Design: Figma, high-fidelity prototyping (Figma/SwiftUI), maintainable design systems, accessibility

User research: product interviews, quantitative testing, usability testing

Engineering: SwiftUI, SceneKit, StoreKit, UIKit, Svelte, HTML/CSS/JS

## EXPERIENCE

Senior Product Designer • Samokat • Oct 2023–Feb 2025

- Responsible for core features in a 5M+ MAU e-grocery app (home page, search, item presentation, delivery)
- “Back in stock” notifications: addressed lost revenue from sold-out items, resulting in +\$400K/mo with 10% notification→purchase conversion, ~4% user adoption in 3 months
- Pickup enhancements: streamlined flows for wider adoption, CR +10%, revenue +10%
- AI-Generated Collections: introduced ML-based product bundling, adding \$1.5M GMV (test scale), average order value +60% compared to normal
- Non-food “impulse” products: +1.4% ARPPU, 15x revenue boost for section
- Introduced SwiftUI-based prototyping for lightning-fast hypothesis testing and App Clips for existing codebase-independent MVP approach

Product Designer → Lead Product Designer • Open Broker • Apr 2020–Aug 2022

- Led design for core experience of a 100K+ MAU stock exchange app (home page, analytics, deposit/withdraw flows)
- Managed a team of 3 designers, unifying a multi-paradigm design system and cutting feedback cycles from 3+ to 1
- Customer satisfaction +10%
- Deposit flow overhaul: fixed friction points, TTG -40%, task completion +15%

Product Design Intern • Sberbank • May 2019–Sep 2019

- Collaborated on an internal employee-productivity tool at one of the largest banks in Eastern Europe
- Contributed user research, UX/UI design, and developer handoff

SIDE PROJECTS (designed and made by me, 100K+ downloads collectively, zero marketing budget)

The Big Bucks • 2025–Present • (just released)

- The \*only\* widget app for displaying revenue metrics from App Store Connect
- SwiftUI, SwiftData, WidgetKit, App Store Connect API
- <https://apps.apple.com/app/big-bucks-fo-app-store-connect/id6738328901>

2006CAM • 2024–Present • 52K downloads, 4.4 stars

- A retro camera app with a 3D skeuomorphic UI
- SceneKit, SwiftUI, Metal, AVKit
- Featured on Spotted in Prod <https://www.spottedinprod.com/apps/2006cam>
- <https://apps.apple.com/app/2006cam-retro-photo-camera/id1575592620>

TimePiece • 2023 • 12K downloads, 4.6 stars

- Multi-timer app with support for iOS and iPadOS, featured by Apple in New Apps We Love
- SwiftUI, Core Data
- <https://apps.apple.com/app/timepiece-study-fitness-timer/id1506052142>

Tennis • 2023 • ~300 downloads

- A motion-controlled tennis mobile game for Apple Watch
- SwiftUI, Core Motion
- <https://apps.apple.com/app/tennis-play-on-the-go/id6444067236>

Other projects • 2017–Now

- <https://apps.apple.com/developer/alexey-primechaev/id1404984003>

## EDUCATION

- MA Digital Product Design • Higher School of Economics • 2020–2023 (i took a year off)
- BA Business-Informatics • Higher School of Economics • 2016–2020

## OTHER

- Speaker, Raiffeisen Design Conf • Oct 2020
- Attendee, Google AMP Conf • Apr 2019
- Winner, Hack & Change Hackathon • Jan 2019