Alexey Primechaev

Portfolio

alexeyprimechaev.com/portfolio

Contacts

Email   leks@lekskeks.com
Phone   +381 637 545 268

Skills

Design

Figma, Sketch, Photoshop

Prototyping

Built dozens of Figma-based prototypes with complex interactions

User Research

Designed and participated in several user interviews
Conducted qualitative and quantitative tests

Programming

Swift, SwiftUI, UIKit
Web Stack

Languages

Russian Native, English C2

Education

MA Digital Product Design

Higher School of Economics

BA Business-Informatics

Higher School of Economics

Work Experience

Open Broker

Senior Product Designer   **Sep 2021–Aug 2022**

Managed design for 'Products and Services', raising user satisfaction from 82% to 91%
Guided a team of 3 product designers ensuring their growth and a coherent design vision
Standardized and formalized design handoff, reducing revisions from 3+ to 1 meeting

Open Broker

Product Designer   **Apr 2020–Sep 2021**

Involved in product development from hypothesis to impact evaluation
Led redesigns, boosting discoverability by 35% and retention by 25%
Developed a multi-paradigm design system from scratch
Worked on a mobile app, enhancing time to goal by 40% and task completion by 15%

LeksKeks

Co-founder   **Dec 2017–Present**

Launched mobile products to 30K+ downloads, 1K+ MAU without ads
Managed design, coding (Swift, SwiftUI, UIKit, HTML), analytics, ASO
Developed apps featured on App Store, Hackernoon nominee, ProductHunt #5 Product

Sberbank

Product Designer   **May 2019–Sep 2019**

Designed an internal tool for monitoring and managing employee productivity

Awards and Honors

Speaker · Raiffeisen Design Conf   **Oct 2020**

Attendee · AMP Conf 2019   **Apr 2019**

Winner · Hack & Change hackathon   **Jan 2019**

Business, Development, UX/UI section