Alexey Primechaev

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Summary

Product Designer with 5 years of experience in design, development, and leadership. Expert in data-driven decisions and user research, with a track record of increasing user satisfaction by 9% and feature discoverability by 40%. Adept at collaborating with cross-functional teams, maintaining product vision, and launching high-impact features while fostering team growth and driving user retention.

Skills

- Product-Driven Design: Adept at using data and user research to inform design decisions, resulting in a positive impact on user experience and business outcomes. Proficient in Figma, Sketch, and Adobe CC. Great at building complex high-fidelity prototypes quickly.
- Coding: Familiar with SwiftUI, UIKit (shipped 12+ apps), HTML.
- Leadership: Proven track record of leading and managing a design team, fostering collaboration and ensuring cohesive product design.

Work Experience

Open Broker

A prominent Russian online brokerage platform, offering user-friendly trading tools and personalized investment solutions to empower individuals in navigating the financial markets.

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

- Managed design for the 'Products and Services' team cluster, increasing overall user satisfaction from 82% to 91%
- Guided a team of 3 product designers ensuring their growth and a coherent design vision
- Worked closely with a PM to improve the quality of design at the handoff stage, radically reducing the number of further design revisions (from 3+ finalization meetings to normally just 1)

Product Designer   **Apr 2020–Sep 2021**

- Participated in all stages of product development: from hypothesis formulation and user research validation to prototyping, testing, shipping, and impact evaluation
- Spearheaded redesign projects, such as Home, Analytics, and Profile views, boosting feature discoverability by up to 40% and increasing retention by up to 25%
- Contributed to the development and expansion of a comprehensive multi-paradigm design system, focusing on both rules and individual components
- Collaborated with the product team on a mobile app, delivering numerous features like User Risk Profiling, Deposit/Withdraw flow, and Detailed Instrument View, enhancing the time to goal by up to 60% and task completion rate by 15%

Lekskeks

A development team that has shipped award-winning apps across categories such as Health and Productivity.

Co-founder   **Dec 2017–Present**

- Led multiple mobile products from conception to 30K+ downloads and 1K+ MAU without utilizing advertising or marketing resources.
- Undertook diverse tasks, including design, prioritization, coding (Swift, SwiftUI, UIKit, HTML), analytics, and ASO
- Established unique and consistent visual identities for various apps
- Created apps that were featured on the App Store in multiple countries, Hackernoon Health & Wellness Innovation of 2020 nominee, and ProductHunt #5 Product of the Day

Sber

The largest bank in Russia, it is recognized as a pioneer in fintech, consistently driving innovation and implementing cutting-edge solutions in digital banking and financial services.

Junior Product Designer   **May 2019–Sep 2019**

- Designed an internal tool for monitoring and managing employee productivity

Education

MA Digital Product Design	2020–2022
Higher School of Economics	
BA Business-Informatics	2016–2020
Higher School of Economics	

Awards and Honors

Speaker	Oct 2020
Raiffeisen Design Conf	
Winner	Jan 2019
Hack & Change UX/UI & Dev hackathon	