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