



Evgeny Shkuratov

EdTech Product Designer

shkuratovdesigner.com

Experience



Lead Designer

infourok.ru

Aug 2023 — Apr 2024 • 9 mos

Strategic Planning:

- Formulation of a long-term and short-term product design development strategy.
- Identification of key objectives and priorities for the design team. Design planning.

Design Team Management:

- Recruitment, training, and supervision of designers.
- Allocation of tasks and projects among team members.
- Monitoring performance and providing feedback.

Research and Analysis:

- Conducting user research, including interviews, usability testing, and data analysis, to identify growth opportunities.
- Analyzing competitors and design trends.

Wireframing

Visual and Interactive Design

Support and Development of Design System

Design process Evaluation and Enhancement:

- Monitoring and analyzing design processes.
- Proposing and implementing improvements to enhance design efficiency and quality



Reached top-30 edtech company in CIS



Product Designer → Senior Product Designer

infourok.ru

May 2020 — Aug 2023 • 3 yrs 4 mos

- Active Participation in Brainstorming with the Team (CEO, PM, Backend, Frontend)
- Conduct User Research to Identify Issues and Challenges
- Analyze various data metrics, employing different frameworks based on the task context, such as Customer Journey Mapping (CJM), Service Blueprint, Jobs-to-be-Done (JTBD), User Story, Mind Mapping, Empathy Mapping, and more.
- Study user behavior, formulate hypotheses, provide reasoning, and test scenarios, bringing them to life.
- Depending on business objectives, create prototypes of varying detail levels for hypothesis validation. Develop UI based on approved prototypes.
- Assembled a team and organized the design process.
- Created, evolved, and improved the design system in collaboration with the development team using React.
- Successfully integrated a subscription-based monetization model.
- Make a redesign of the pedagogical course page.
- Enhanced the design and payment flow for courses with over 700 000 graduates.
- Redesigned the events section, including online webinars, video lectures, and more, with over 2 500 available events. infourok.ru/meropriyatiya
- Revamped the primary SEO page for educational materials, which receives approximately 1 500 000 daily visits.
- Designed and launched international remote Olympiads and competitions, with over 5,000,000 student participants from around the world in the last four years.



+185% revenue growth



Product Designer

crmcalls.ru

March 2020 — May 2020 • 3 mos

- Conduct User Research to Identify Issues and Challenges
- Formulation of a long-term and short-term product design development strategy
- Collaborated with the product manager to make prototypes
- Crafted compelling content and developed prototypes
- Curated mood boards, refined the aesthetics of the designs
- Support and Development of Design System
- Developed the Design of a Platform



\$500K+ Revenue in its First Year



UI/UX Designer

starline-alarm.by

Dec 2019 —Feb 2020 • 3 mos

- Conduct User Research to Identify Issues and Challenges
- Collaborated with the CEO to make prototypes
- Crafted compelling content and developed prototypes
- Developed the Design of a web site



Achieved a 2x increase in the conversion rate



UI/UX Designer

goo.su/YV1uk

Sep 2019 —Nov 2019 • 3 mos

- Conduct User Research to Identify Issues and Challenges
- Collaborated with the product manager to make prototypes
- Crafted compelling content and developed prototypes
- Curated mood boards
- Developed the Design of a web site



The website gained 4 new clients for the company in the first month



UX/UI Designer

infourok.ru

Feb 2019 — Oct 2019 • 9 mos

- I actively participated in meetings with clients from Canada.
- Collaborated with the product manager to make prototypes
- Developed design concepts to approve the project
- Worked on a significant CBD store project
- Designed for a prominent Canadian online shoe retailer, SoftMoc.

Profile

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in LinkedIn: [Evgeny Shkuratov](https://www.linkedin.com/in/evgeny-shkuratov)

Education

BBE Education. Mobile application design

2024

Yandex. UX-Research

2023

Skillbox. UX/UI Designer

2018-2019

P.O.Sukhoi State Technical University of Gomel. Faculty of Automated and Information Systems

2016-2020

Language

English: Upper-Intermediate

Russian: Native

Skills

User research

A/B testing

User journey mapping

Persona hypothesis

Usability testing

Interactive prototyping

Interaction & UI design

Design system design

Facilitating design review & critique

Feature strategy presentation