Artem Artemov
Product Designer
Denver, CO

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PROFILE

A product designer who loves to code. Designing design systems and creating composable relationships between design and engineering.

EDUCATION

School of Visual Arts
Bachelor of Fine Arts (B.F.A.)
2009-2013

SKILLS & TOOLS

User Experience
Product Design
Prototyping
Design Systems
Web Design
Typography
UI Design
Usability Testing
HTML / CSS / SCSS
Javascript / React

LANGUAGES

English
Russian

EXPERIENCE

Senior Product Designer
Twitter
Remote / Denver, CO | Dec 2020 - Present

- Aligned and led the way to launch our component library for Twitter's design system, Horizon, with over 300 daily users across Twitter. A year after launch, 99 teams use the library daily, with around 4.5mm insertions and an overall 140% growth over the year compared to previous libraries.

- Together with the design systems team, provided guidance and direction for feature teams, both async and in weekly office hours sessions. Provided 1:1 sessions for designers and cross-functional team members to help onboard to our design systems and libraries.

- Helped apply the new visual design language and Twitter branding to the product across all surfaces - partnering up with multiple engineering teams to launch the new look and feel of Twitter across iOS, Web, and Android platforms.

- Implemented a headless documentation workflow to allow documentation for designers to live across many surfaces while the source of truth is always up to date. This allowed to centralize all documentation in one place for discoverability, searchability and allowing for version control.

- Initiated workstreams for developing new Figma plugins and workflows to speed up and improve the day-to-day workflows of designers at Twitter, including bespoke linting plugins, table of contents generators, and deeper and more thoughtful analytics than what Figma provides natively.

- Partnered closely with engineers across iOS, Android, and Web - often joining for bug bashes and conversations about best practices for design and systems thinking, building solid relationships along the way.

Staff Product Designer
Hearst
New York, NY | Oct 2014 - Dec 2020

- Established the initial design system tools and direction for content creation and frontend user experience

- Aligned all cross team tools under one component library

- Worked with engineering to design the tooling to allow designers to have custom theming capabilities including: typoography scaling, component variants, and a vertical rhythm; helping push consistent and accessible design across all brands using the latest technology

- Assisted the switch from Sketch to Figma, lead mentoring sessions with design, product and engineering for a smooth transition

- Designed backend content creation and user facing experiences to create unique landing pages for the entire catalog of Hearst 20+ brands

- Created and coded a unified structure for each feed block in our front-end templating and SCSS to allow for quick styling for brands

- Lead the initial launch of Mylo - a simple and secure way to sign up and control your products, preferences and payments

- Helped growing the new MediaOS publishing platform from 0 to 23 brands, increasing traffic to the platform while lowering the cost of production