



Jury
Alyavdin

Lead Digital Product Designer based in Barcelona currently building design team in the med-tech European startup

01

Summary

A Digital Product Designer with 11 years of experience in creating and developing business-oriented products for advanced enterprise companies in Russia. Now focusing on building a design culture in a European startup to help teammates achieve their personal goals and clarify the expectations between the product team and stakeholders.

02

Experience

June 2020 — Current



Impress

Lead Product Designer

European direct-to-consumer teeth-aligner and oral care startup that provides an affordable and convenient way to straighten teeth with aligners treatment.

Here I found myself balancing between strategy and execution: from organising teams and processes to leading design projects, from conception to delivery.

March 2017 —
June 2020

Yandex
Product Designer

Yandex is a technology company that builds intelligent products and services powered by machine learning.

I used to work in a cross-functional team with engineers and business owners to deliver the best solution possible for e-commerce services. There I experienced the entire creation process from performing the research on real service users and defining a problem to testing hypotheses and delivering the final solution.

May 2016 —
March 2017

Rambler Group
Product Designer

Rambler is a Russian search engine and one of the biggest Russian web portals which covers the majority of the media services in Russia.

I was always attracted to new challenges so I move to the largest media holding in Russia to design and implement new media products in the company's ecosystem.

April 2016 — May 2016

Zvooq
Product Designer

Zvooq is a legal music streaming service available in iOS, Android apps, and on the website.

Being a musician I was really lucky to work with the broadcasting music team to deliver a web version of the main mobile product.

February 2015 —

April 2016

Webinar

Product Designer

Russian software company for webinars and online meetings. An online course builder and broadcast provider for events of any scale.

I joined the company as the sole in-house designer to relaunch the current platform. It was an unforgettable experience.

May 2014 —

February 2015

Zelenski

Graphic Designer

ZCTS is one of the industry leaders in travel solutions, the exclusive partner of Egencia, and EXPEDIA INC. Company in Russia. Among the priorities of ZCTS-EGENCIA Russia are consulting and analytical assistance in optimising and saving on business travel through efficient travel management.

My first job after three years of freelancing started with work on about nine different travel services in tandem with marketing and development departments.

03

Education

2017



Yandex School of Data Analysis

Designing mobile apps, Industrial and Product Design

1997 — 2008



Hight School No. 32 with advanced study of English

Hight School

2008 — 2013



Moscow State Technological University "Stankin"

Specialist Diploma in Engineering, Renovation of Materials in Mechanical Engineering

1997 — 2008



Hight School No. 32 with advanced study of English

Hight School

04

Honors & Awards

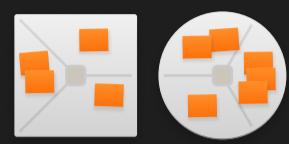
2019



Russian Internet Week 2019 Speaker

Performed as a speaker at the Russian conference (RIW), about relaunching the Yandex market application

Skills



Product&Strategy

Defining goals and needs of the customers and business



Research

Identify pains and problems and come up with possible solutions



Information Architecture

Organizing and structuring content of services



Prototyping

Testing workflow on users at each fidelity step



Service Design

Organizing infrastructure and components to improve quality of service



Animation

Creating animations and designing micro-interactions



Copywriting

Talking with users in their language using the tone of voice of the brand



Communication

Managing expectations between stakeholders and the development process



Technology&Data

Understanding the basics of web and mobile app development