



Jury Alyavdin

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

01 Summary

A Digital Product Designer with 10 years of experience in creating and developing business-oriented products for advanced enterprise companies. 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

- **Impress, Lead Product Designer** June 2020 — Current
European direct-to-consumer oral care startup that provides an affordable and convenient way to straighten teeth with aligners treatment. Here I am balancing between strategy and execution: from organising teams and processes to leading design projects.
- **Yandex, Senior Product Designer** March 2017 — June 2020
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 by going through the entire creation process from performing the research on service users and defining a problem to testing hypotheses and delivering the final solution.
- **Rambler Group, Product Designer** May 2016 — March 2017
A majority media holding in Russia where I used to increase the revenue from the ads in about 12 different media services. My main part was to find ways to keep the audience and increase the depth of views, as well as create media products to reach new audiences.
- **Zvooq, Product Designer** April 2016 — May 2016
A legal music streaming service available in iOS, Android apps, and on the website. Being a musician it was a pleasure to work on the broadcasting music service and develop solutions for integration with partner services.
- **Webinar, Product Designer** February 2015 — April 2016
Russian software company for webinars and online meetings. I joined the company as a sole in-house designer to restart the platform and reach a new audience with the retention of the current one.
- **Zelenski, Product Designer** December 2013 — February 2015
ZCTS is one of the industry leaders in travel solutions, the exclusive partner of Egencia, and Expedia in Russia. I worked on improving user experience in 8 different current services of the company and developing about 4 new ones.



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03 Education

- **Yandex Courses** 2019
Public speaking
- **Yandex Courses** 2017
Jobs to be Done: Theory to Practice
- **Yandex School of Data Analysis** 2017
Designing mobile apps, Industrial and Product Design
- **Microsoft** 2016
Microsoft Inclusive Design, Industrial and Product Design
- **Moscow State Technological University "Stankin"** 2008 — 2013
Specialist Diploma in Engineering, Renovation of Materials in Mechanical Engineering
- **Hight School №32 with advanced study of English** 2008
Diploma of technical translator
- **Hight School №32 with advanced study of English** 1997 — 2008
Hight School

04 Honors & Awards

- **Russian Internet Week 2019 Speaker** 2019
Performed as a speaker at the Russian conference (RIW), about relauncking the Yandex market application

05 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