

## ALEKSEI GRIGOREV

**Product Design Leader** with empathy as a superpower that helps to better understand customers, build stronger teams, and collaborate smoothly with stakeholders. Leads UI/UX designers and UX writers at Alfa Bank to craft holistic storytelling for the most game-changing B2C and B2B projects. Designs products that create end-to-end emotional experiences to drive business growth and engage users to say "wow." Collaborates with startups as a Founding Designer. 13 years of experience across industries such as FinTech, Classifieds, Travel, SaaS, and Digital Media.

### EXPERIENCE

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#### Head of Storytelling Design Unit

2022 – 2025

**Alfa Bank** / The largest private bank with 6.3 million active digital clients (200 product designers) / Moscow, Russia

- Built and scaled a Storytelling Design Unit from scratch to 40 team members
- Conceptualized and executed the product design strategy for integrating banking services into VK Messenger (56.3 million active users), resulting in +275,000 new active users
- Designed a user-centered product strategy for the Alfa Bank mobile application for kids, resulting in over 300,000 new parents as customers
- Spearheaded a major redesign of Alfa Bank's mobile app, which reduced the completion time of key tasks by 20%

#### Head of Product Design Unit

2020 – 2022

**Yandex LLC** / Top tech company ≈ 21 000 employees / Moscow, Russia

- Implemented user research processes for a product with 4 million daily active users
- Integrated a Competency Map for product designers of all levels at Auto.ru, which made the processes of designer growth transparent and reduced hiring time by 17%
- Created a 360-degree listing panorama that increased engagement by 40% and reduced car selling time by 12%

#### Lead Product Designer

2017 – 2020

**Yandex LLC** / Top tech company ≈ 21 000 employees / Moscow, Russia

- Conceptualized the offer posting form, reducing the time required for completion from 30 to 15 minutes
- Increased user retention by 20% through designing Mag.Auto.ru, Russia's top automotive digital media
- Revolutionized the listing UX/UI, leading to a reduced response time by 15% and an increase in loan applications by 8%

#### Senior Product Designer

2017 – 2016

**New Cloud Technologies** / SaaS corporate software platform / Moscow, Russia

- Developed an intuitive interface for a new corporate Messenger app available on iOS, Android and Web; streamlined UX led to capturing over 5,000 users within the first month following rollout

## Senior UI/UX Designer

2016 – 2013

**Sanoma Independent Media** / International media publisher / Moscow, Russia

- Revamped the UI/UX design for 8 high-traffic web magazines, including Esquire, Cosmopolitan and National Geographic; enhanced user engagement metrics by reducing bounce rates across all platforms by an average of 15%

## Senior UI/UX Designer

2013 – 2012

**2can** / FinTech startup / Moscow, Russia

- Crafted responsive designs for all platforms resulting in improved retention rates among first-time app downloads within 6 months after launch
- Designed an intuitive layout for the company's main website that improved visitor engagement metrics by driving a significant uptick in page views per visit from 2 to 4 pages

## UI/UX Designer

2012 – 2011

**Euroset** / Top retail company / Moscow, Russia

- Implemented best practices in UX/UI during redesign of Eurosets' corporate portal; efforts contributed directly towards improving overall efficiency metrics by decreasing onboarding times from one week down to 3 days

## EDUCATION

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- British Higher School of Art and Design  
Interactive Design and New Media / Moscow, Russia, 2014
- Moscow State Institute of Radio Engineering, Electronics and Automation  
Bachelor's degree, Electrical and Electronics Engineering / Moscow, Russia, 2011

## TOP SKILLS

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1. Communication
2. Product Design Strategy
3. Design Leadership and Art Direction
4. Stakeholder Management
5. Cross-Functional Collaboration
6. Design Thinking
7. User-centered Design
8. Storytelling
9. UI/UX Design
10. Design Systems