

# Aleksei Grigorev — Principal Product Designer and Design manager

## WORK EXPERIENCE (12+ y)

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**Alfa Bank** (The largest private Russian bank, 6.3 mln active digital clients)

**Principal Product Designer**

2022 – present

- Executed high-quality design strategies for the most important interfaces of diverse banking products, contributing significantly to the bank's improved user interface and user experience
- Held the final approval responsibility for key design initiatives within the bank, contributing to a unified, coherent design strategy and a design vision
- Demonstrated exceptional leadership skills by coaching, mentoring, and inspiring the design team. Enabled them to consistently deliver their best work according to design thinking principles.
- Facilitated effective collaboration between designers, engineers, and product managers in a highly agile development environment

*Key projects:*

- The Alfa Bank Mobile app. Led a major redesign of the mobile app, focusing on enhancing the user interface (UI) and overall look and feel (Task completion time was reduced by 20%)
- Design of the 'Alfa Travel' service. Contributed expert knowledge to improve the logic of all screens, enhancing overall user experience and navigation
- The Alfa Bank company website redesign. Doubling the number of authorizations and reducing navigation time by 36%
- Integration of banking services into VK Messenger (56.3 mln active users). Pioneered the development of CJMs to ensure intuitive user flows. Collaborated with the communication design team to curate compelling visuals, resulting in +60,000 new customers in 2 months.

**Yandex** (Top tech company in Russia ≈ 21 000 employees)

**Principal Product Designer at Auto.ru** (Product DAU - 4,000,000)

2020 – 2022

- Guided the design development process from start to finish — participated in team ideation, created and prototyped apps and web pages, helped advance concepts, and checked accuracy and quality of deliverables to highest standards
- Conducted design reviews, providing valuable feedback and guidance to the team, resulting in continuous improvement and the achievement of exceptional design outcomes
- Inspired, managed, directed, and coached a team of 7 designers, fostering a collaborative and innovative work environment that consistently exceeded project goals and expectations
- Collaborated with cross-functional teams, including software engineering and product management, to implement user-centered design principles

*Key projects:*

- Competency Map for product designers. Developed and implemented a competency map for product designers of all levels at Auto.ru
- Organized and implemented a user research process at Auto.ru
- Listings UX/UI. Revolutionized the listing view, leading to reduced response time and a surge in loan applications
- Mag.Auto.ru project. Elevated brand recognition and boosted website traffic by designing Mag.Auto.ru, Russia's premier digital media about cars

**Senior Product Designer at Auto.ru** (Product DAU - 3,000,000)

2017 – 2020

- Redesigned the advertisement posting form, reducing the time required for completion by 50%, resulting in improved user experience and increased efficiency
- Collaborated with a research team to conduct hypothesis testing using the CustDev and A/B testing methodology, resulting in enhanced user experience for the company's website
- Developed and implemented a cutting-edge 360-degree panorama design for listings, resulting in a 40% increase in the engagement and viewing of car cards (selling time reduced by 12%)

**New Cloud Technologies*****Senior Product Designer***

2016 – 2017

- Designed and successfully launched a corporate Messenger app (Web, iOS, Android)

**Sanoma Independent Media*****Senior Designer***

2013 – 2016

- Revamped the UI/UX design of 8 web magazines, including Esquire, Cosmopolitan, Harvard Business Review, Popular Mechanics, National Geographic, Good Housekeeping, Grazia, and Robb Report

**2can (FinTech startup)*****Senior Designer***

2012 – 2013

- Mobile applications design (iOS, Android, WinPhone)
- Company website redesign (2can.ru)

**Euroset*****Web Designer***

2011 – 2012

- Designed and successfully launched Euroset company internal web portal.

**EDUCATION**

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**British Higher School of Art and Design**

Moscow

***Interactive and New Media***

2014

**Moscow State Institute of Radio Engineering, Electronics and Automation**

Moscow

***Bachelor's degree, Electrical and Electronics Engineering***

2011

**Languages:** English (Advanced), Russian (Native)