

Aleksei Grigorev — Product Design Lead

WORK EXPERIENCE (12+ y)

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

Product Design Lead

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
- Demonstrated exceptional leadership skills by coaching, mentoring, and inspiring the creative team, enabling them to consistently deliver their best work
- Facilitated effective collaboration between designers, engineers, and product marketing managers in a highly agile development environment

Key projects:

- The Alfa Bank Mobile app. Led a major redesign of the mobile app's main screen, 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 navigation, collaborated with the communication design team to curate compelling visuals (+60 000 new customers in 2 months)

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

Product Design Lead 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
- Partnered with software engineering and product management teams to drive the implementation of user-centric ideas

Key projects:

- Competency Map for product designers. Developed and implemented a competency map for product designers of all levels at Auto.ru
- Secure Transaction feature. Led the development and implementation of a new market-disrupting feature 'Secure Transaction,' resulting in a substantial increase in retention rates
- 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

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

- Euroset Intranet redesign.

EDUCATION

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)