

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)

Head of Product Design 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:

- 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

<i>Product Designer</i>	2016 – 2017
<ul style="list-style-type: none"> Designed and successfully launched a corporate Messenger app (Web, iOS, Android) 	
Sanoma Independent Media	
<i>Senior Designer</i>	2013 – 2016
<ul style="list-style-type: none"> 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)	
<i>Senior Designer</i>	2012 – 2013
<ul style="list-style-type: none"> Mobile applications design (iOS, Android, WinPhone) Company website redesign (2can.ru) 	
Euroset	
<i>Web Designer</i>	2011 – 2012
<ul style="list-style-type: none"> Euroset Intranet redesign. 	

EDUCATION

British Higher School of Art and Design	Moscow
<i>Interactive and New Media</i>	2014
Moscow State Institute of Radio Engineering, Electronics and Automation	Moscow
<i>Bachelor's degree, Electrical and Electronics Engineering</i>	2011
Languages: English (Advanced), Russian (Native)	