Portfolio · hello@agrigorev.com · LinkedIn · Telegram · Belgrade, Serbia

ALEKSEI GRIGOREV
Head of Product Design

Hands-on **Head of Product Design** with a systems mindset, strong product design vision, and empathy as a superpower. **13 years of experience** in UX/UI design, with **5 years in leadership roles**. Built and led a 40+ person cross-functional design unit at a bank with 6.3M digital users. Reduced form completion time by 50% at a 4M DAU automotive classifieds platform. Consistently translated user pain points and data insights into scalable, emotionally resonant product experiences - across FinTech, SaaS, eCommerce, and Media. Launched 10+ MLPs in 5 different business domains as a Founding Designer. Actively contributing to the design community through mentoring and creating design tools.

EXPERIENCE

Head of Design & Storytelling Unit   2022 – 2025
Alfa Bank / *Private bank with 6.3M active digital clients, 200+ product designers*
- Scaled a cross-functional design team from 10 to 40+ contributors by defining hiring pipelines and mentoring frameworks
- Shaped the product design strategy for integrating banking into VK Messenger, acquiring 275K+ new active users in 3 months
- Converted 300K+ families by redesigning cross-platform Gen-Z banking UX, grounded in parent research and A/B testing
- Lifted NPS by 18% via hands-on mobile redesign that prioritized ease, clarity, and personalized flows
- Reduced task completion time by 20% and boosted monthly revenue ₽5M+ by spearheading mobile app overhaul and aligning squads on UX priorities
- Mentored 12 designers through regular performance reviews, introduced a talent competency framework
- Partnered with compliance, risk, and engineering to ship features in highly regulated B2C financial environments

Head of Product Design   2020 – 2022
Yandex LLC / *Auto.ru - 4M DAU automotive classifieds platform*
- Increased engagement by 40% and cut car selling time by 12% via designing an immersive 360° listing view
- Introduced a scalable user research pipeline to capture real driver pain points and reduce feedback loops
- Cut hiring lead time by 17% by building a transparent growth map for design roles and interview calibration
- Reduced seller complaints by 23% by translating 1,000s of user reviews into actionable UX improvements
- Reprioritized roadmap by synthesizing support + sales insights into customer journey friction points
- Balanced roadmap features across iOS, Android, and web, maintaining consistency in all buyer and seller touchpoints

Senior Product Designer   **2017 – 2020**

Yandex LLC */ Auto.ru - 4M DAU automotive classifieds platform*
- Cut form completion time by 50% (30 → 15 min) via redesigning post-offer flows with smart defaults and field logic
- Boosted user retention by 20% through launching Mag.Auto.ru, Russia's #1 automotive content hub
- Improved loan conversion by 8% and reduced response time by 15% through overhaul of listing architecture and CTA layout
- Launched and scaled the first atomic design system at Auto.ru, reducing design debt and handoff friction by 30%
- Actively partnered with engineers to ensure UI consistency and scalability across Auto.ru's core surfaces

Senior Product Designer   **2016 – 2017**

New Cloud Technologies */ SaaS collaboration tools*
- Designed a secure enterprise messenger (iOS, Android, Web), reaching 5,000+ active users in month one
- Drove faster releases via tight collaboration with product and engineering on system integrations

Senior UI/UX Designer   **2013 – 2016**

Sanoma Independent Media */ International media publisher (Esquire, Cosmopolitan, NatGeo)*
- Overhauled UX for 8 high-traffic media websites, resulting in a 15% average bounce rate drop
- Introduced modular, reusable components that increased design velocity and content adaptability

Senior UI/UX Designer   **2012 – 2013**

2can */ Payment solutions startup*
- Increased retention among first-time mobile users by redesigning onboarding UX for all platforms
- Doubled page engagement (2 → 4 pages per visit) by launching a user-focused main website redesign

UI/UX Designer   **2011 – 2012**

Euroset */ Retail*
- Reduced employee onboarding time from 7 to 3 days by redesigning the corporate portal's UX and workflows
- Applied UX best practices to simplify navigation and streamline internal tasks

EDUCATION

- London Future Academy - Product Design Strategy

- British Higher School of Art and Design - Interactive Design and New Media

- Moscow State Institute of Radio Engineering, Electronics and Automation
  - Bachelor's degree, Electrical and Electronics Engineering

Portfolio · hello@agrigorev.com · LinkedIn · Telegram · Belgrade, Serbia