

# ALEKSEI GRIGOREV

Head of Design / Head of Product Design

Hands-on **Head of 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 Alfa Bank, serving over 6.3M digital users. Delivered a 40% engagement boost through A/B-tested listings 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.

## 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)*

- Built and scaled a cross-functional design unit to 40+ team members (B2C and B2B)
- Conceptualized and executed the product design strategy for integrating banking services into VK Messenger, resulting in +275,000 new active users in 3 months
- Designed and A/B tested cross-platform mobile UX for kids banking app based on deep user research with parents; converted 300,000+ customers and improved NPS by 18%
- Spearheaded mobile redesign, reducing task completion by 20%; led prioritization decisions balancing business and UX
- Mentored 12 designers through regular performance reviews, introduced a talent competency framework
- Led prioritization during resource conflicts; initiated internal A/B testing process to inform roadmap decisions

### Head of Product Design, Auto.ru

2020 – 2022

**Yandex LLC** / *Top tech company (21,000+ employees)*

- Implemented scalable user research workflows for a product with 4M DAU
- Personally designed and launched a 360° listing panorama, A/B tested to increase engagement by 40% and reduce car selling time by 12%
- Created and maintained a transparent growth map for design roles; reduced hiring time by 17%
- Partnered with Support and Sales to uncover recurring user pain points and used them to re-prioritize roadmap decisions
- Translated thousands of user reviews into UX optimizations that reduced seller complaints by 23%

### Senior Product Designer

2017 – 2020

**Yandex LLC** / *Top tech company (21,000+ employees)*

- Conceptualized a multi-platform post-offer form, cutting completion time in half (30→15 min)
- 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%
- Introduced and maintained Auto.ru's first component-based design system; reduced design debt and improved dev handoff time by 30%
- Practiced hands-on design execution and partnered with engineers on system scalability improvements

## Senior Product Designer

2016 – 2017

**New Cloud Technologies** / *SaaS corporate software platform*

- Designed an enterprise Messenger (iOS, Android, Web); gained 5,000+ users in the first month
- Facilitated system integrations and streamlined rollout with product & engineering

## Senior UI/UX Designer

2013 – 2016

**Sanoma Independent Media** / *International media publisher*

- Revamped the UI/UX design for 8 high-traffic web magazines, including Esquire, Cosmopolitan and National Geographic; enhanced user engagement metrics
- Reduced bounce rates by 15% avg.; introduced modular design system

## Senior UI/UX Designer

2012 – 2013

**2can** / *FinTech startup*

- 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

2011 – 2012

**Euroset** / *Top retail company*

- 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