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ALEKSEI GRIGOREV

Head of Product Design with a systems mindset, strong product design vision, and empathy as a superpower. 13 years of UX/UI, including 5 years of design leadership experience. Excelled in FinTech, Classifieds, Travel, SaaS, eCommerce, and Digital Media products. Led cross-functional teams to create end-to-end emotional and consistent experiences to drive business growth and engage users to say "wow." Believes that UI still matters, storytelling is king, and UX should be emotional. **Portfolio**

EXPERIENCE

Head of Storytelling Design Unit   **2022 – 2025**
Alfa Bank / The largest private bank with 6.3 million active digital clients (200 product designers) / Moscow, Russia
- Built and scaled a cross-functional unit from scratch to 40 team members (B2C, B2B)
- Conceptualized and executed the product design strategy for integrating banking services into VK Messenger (56.3 million active users), resulting in +275,000 new active users
- Designed a cross-platform product design strategy for the Alfa Bank mobile application for kids, resulting in over 300,000 new parents as customers
- Spearheaded multiple design teams for a major redesign of Alfa Bank's mobile app, which reduced the completion time of key tasks by 20%

Head of Product Design at Auto.ru   **2020 – 2022**
Yandex LLC / Top tech company ≈ 21 000 employees / Moscow, Russia
- Implemented user research processes for a product with 4 million daily active users
- Integrated a universal competency map for product designers of all levels at Auto.ru, which made the processes of designer growth transparent and reduced hiring time by 17%
- Created a 360-degree cross-platform listing panorama that increased engagement by 40% and reduced car selling time by 12%

Senior Product Designer   **2017 – 2020**
Yandex LLC / Top tech company ≈ 21 000 employees / Moscow, Russia
- Conceptualized a coherent multi-platform offer posting form, reducing the time required for completion from 30 to 15 minutes
- 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%

Senior Product Designer   **2017 – 2016**
New Cloud Technologies / SaaS corporate software platform / Moscow, Russia
- Developed an intuitive interface for a new corporate Messenger app available on iOS, Android and Web; streamlined UX led to capturing over 5,000 users within the first month following rollout

Senior UI/UX Designer   **2016 – 2013**
Sanoma Independent Media / International media publisher / Moscow, Russia
- Revamped the UI/UX design for 8 high-traffic web magazines, including Esquire, Cosmopolitan and National Geographic; enhanced user engagement metrics by reducing bounce rates across all platforms by an average of 15%

Senior UI/UX Designer   **2013 – 2012**
2can / FinTech startup / Moscow, Russia
- 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   **2012 – 2011**
Euroset / Top retail company / Moscow, Russia
- 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

- 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

TOP 10 SKILLS

1. Communication
2. Product Design
3. UI/UX Design
4. Product Design Vision
5. Design Systems
6. Design Leadership
7. Cross-Functional Collaboration
8. User-centered Design
9. Storytelling
10. Product Design Strategy