Alexander Andreev

Product designer

Portfolio: http://heyblackbox.com
Email: heyblackbox@gmail.com
Phone: +79164218006
LinkedIn: http://www.linkedin.com/in/heyblackbox
Location: Moscow, Russia. Ready to relocate

Who is he?

Alexander has 10+ years of experience in design for digital media, 5 years making user centered products. His designer role is a crossover between product management, UX, interaction and interface design. His strongest sides are interaction design and prototyping.

For the last two years he worked as a Lead Product Designer in a Russian music service Zvooq.

He loves to learn new skills, and considers it the way to stay connected to a changing world. His passion for profession is driven by the fact that design has power to softly change people's lives to the better. He believes in data and analytics as a way to verify design decisions, but knows that not every decision can be directly measured. A consistent product personality is important to engage with users emotionally.

Skills

Communication

Able to see user's problem behind the interface.
Able to explain, articulate and protect design decisions.
Can translate concepts between managers and developers.
Team player with leadership qualities.
Involves developers into design process.
Agile and Lean UX practitioner.
Fluent English, native Russian.

Technical

Paper sketching
Sketch, Adobe package
Axure, Flinto, Framer and other prototyping software
HTML, CSS, basics of Javascript

Experience

2013 — 2015

Lead Product Designer, Zvooq

Zvooq is one of the leading licensed music services in Russia, Ukraine and select CIS countries. The product scaled to 5m+ users during Alexander's work as design lead.

Alexander was leading the design across a range of Zvooq sub-products: a family of mobile applications and a web service. Coordinated the team of designers, communicated to stakeholders, applied agile methodologies to the process.

Project: Zvooq mobile

Full featured music streaming app with offline syncing. Alexander was responsible for design during making, scaling, and monetization. iOS and Android platform.
http://heyblackbox.com/zvooqmobile

Project: Fonoteka mobile app

The simplest and the cheapest music app with a focus on albums listening and unique business model. Alexander performed user research, developed the concept, created all design. iOS and Android platforms.
http://heyblackbox.com/fonoteka

2010 — 2013

UX/UI Designer, Zvooq

Project: Zvooq web platform
Music streaming web application with a strong focus on discovery and social features. Role: UX, UI design.
http://heyblackbox.com/zvooqweb

2005 — 2010

Web and Graphic Designer, Freelance

Web and graphic design projects in media, film and book publishing.

2003 — 2005

Web and Graphic Designer, The Creative Factory agency (acquired by Saatchi Moscow).

Interactive web projects, graphic and print design

Education

State University of Management, Moscow, Russia
Degree in Economics, 1995-2000

Workshops:
Mobile input — Luke Wroblewski / Smashing Conf. '13
Prototyping in Axure — Fred Beecher, UX London '12
The Quest For Emotional Engagement — Stephen Anderson, UX London '12

References

Bas Grasmayer
Product Strategist, former Product Lead at Zvooq

"Over the years I worked with Alexander, he first transformed himself from someone mostly focused on desktop experiences to an excellent mobile product designer. In the process of this, he also provided great guidance to our developers on how to exactly implement features in a way that made sense on that particular platform. You would often see him sitting next to developers in order to learn more about the constraints and possibilities of these different devices and programming languages."

Davide Livraghi
Project Manager at Zvooq

"Alexander is one of the most talented and devoted designers and product owners I have ever worked with. From pure design point of view, he unites brilliancy in execution across different platforms, deep understanding of usability patterns and strong commitment to plans and deadlines. From product ownership point of view, he's widely engaged in every development stage as well as in every area of the product cycle. He's extremely attentive to details and very much oriented towards maximising the quality of the user experience. Last but not least, he is a very nice and friendly person, great to work with and very fine team player."

Michael Geer
COO at AnchorFree

"I really enjoyed working with Alexander. He was talented, motivated and pushed for making things better around every turn. His design skills were excellent and his drive to become a better and better product manager was contagious. Highly recommended!"