



Alexander Andreev

Product designer

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Who I am

10+ years of experience in design for digital media, 5 years making user centered products. My product designer role is a crossover between product management, UX, interaction and interface design. My strongest sides are interaction design and prototyping. I love to learn new skills, and consider it the way to stay connected to a changing world. My passion for design is driven by the fact that it has power to softly change people's lives to the better. I believe in data and analytics as a way to verify design decisions, but not every decision can be directly measured. A consistent product personality is important to engage with users emotionally.

Current location: Moscow, Russia.

Ready to relocate.

Skills

Communication

Can explain, articulate and protect design decisions.

Can translate concepts between managers and developers.

Team player with leadership qualities.

Like to involve developers into the design process.

Agile and Lean UX practices.

Fluent English, native Russian.

Technical

Paper sketching

Axure, Flinto, Framer and other prototyping software

Sketch, Adobe package

HTML, CSS, basics of JS

Experience

2013 — 2015

Lead Product Designer, Zvooq

Zvooq is one of the leading licensed music services in Russia, Ukraine and former CIS countries. Cross-platform product with 5m+ users.

Was leading the design across a range of Zvooq products: a family of mobile applications and a web service. Coordinated the team of designers, applied agile methodologies to the process.

Project: Zvooq mobile

Full featured music streaming app with offline syncing.

I was responsible for product design during release and transition to scaling, partnerships and monetization. The app was released for iOS and Android.

<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. I have performed user research, created product concept, UX and UI design. The app was released for iOS and Android.

<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. My 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

1995 — 2000

State University of Management, Moscow, Russia
Degree in Economics