Alexander Andreev

Product designer

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Location: Moscow, Russia. Ready to relocate

Who I am

My role is a crossover between product management, user experience, interaction and interface design. My strongest sides are UX and interactions. I can take responsibility for the design of a product.

I have 10+ years of experience with design for digital media, 5 years making user centered products. For the last two years I worked as a Lead Product Designer in a Russian licensed music service Zvooq.

I strongly believe in data and analytics as a way to verify design decisions, but also know that not every decision can be directly measured. A consistent product personality is important to engage with users emotionally.

My passion for profession is driven by the fact that design has power to change people's lives to the better.

Skills

Communication

Focused on user's problem and discovery of solutions
Can explain, articulate and protect design decisions
Can translate concepts between managers and developers
Team player with leadership qualities
Involve developers and teammates into design process
Agile and Lean UX practitioner
Fluent written and spoken English, native Russian

Technical

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

Experience

Lead Product Designer, Zvooq

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

I was leading the design process 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.

Guided the analytics team to identify the active user.

Project: Fonoteka mobile app

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

Project: Zvooq mobile app

Full featured music streaming app with offline syncing and freemium payment model. I was leading the design during making, scaling, and monetization phases of the app lifecycle. iOS and Android platform.
http://heyblackbox.com/zvooqmobile

Project: Zvooq web platform

Music streaming web application with a strong focus on discovery and social features. Revamped the design to accomodate to a new monetization model, together with other improvements. http://heyblackbox.com/zvooqweb

UX/UI Designer, Zvooq

Launched and supported Zvooq web service as UX/UI designer as a part of a design team.

Web and Graphic Designer, Freelance

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

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!"