Igor Lemeshkin

Product Design & Engineering

Innovative product designer with 8 years of experience across UX, UI, and frontend engineering. Expert in 0 → 1 product launches, scalable design systems, and aligning user needs with business goals. Proven ability to drive cross-functional collaboration and turn complex problems into fast-shipping, high-impact solutions.

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iMusician
Senior Product Designer
2020 - Current
Berlin, Remote

- **Owned design across core products and experiences**, from strategy to delivery, ensuring alignment with market needs and business goals.
- **Spearheaded design of a new AI-powered music mastering tool**, built to become the company's core growth driver.
- **Drove the shift to a subscription model**, improving LTV, retention, and revenue predictability.
- **Launched a no-code microsite builder** used by thousands of artists.
- **Elevated UI consistency to 90%+ and cut duplications** by building a scalable design system used across the platform.
- **Accelerated product delivery by 30%** by scaling a design team and offloading illustrations work to a junior designer.
- **Improved user trust and product clarity** by leading a platform-wide rebrand that aligned visual identity and messaging.
- **Increased user activation and reduced churn** by continuously refining key workflows like on/off-boarding and checkout.
- **Shipped products within extreme time constraints** through iterative design and rapid prototyping in tight collaboration with developers.

iMusician
UI Engineer
2017 - 2020
Berlin, Remote

- **Led the design of the multi-step music distribution flow** mixing engineering with UX research to improve usability and reduce drop-offs.
- **Laid the foundation for a consistent product experience** and early design system by building scalable, dev-friendly UI components from scratch.
- **Improved app performance and responsiveness** by optimizing interface structure and reducing rendering overhead in complex views.
- **Bridged design and engineering using Figma and React**, collaborating with Product and Marketing teams to ship user-centric, scalable solutions.

Uniyo
Mobile App Developer
2017
SF, Remote

- **Led app architecture and UX from scratch** as founding mobile engineer at an early-stage edtech startup.
- **Accelerated mobile development** by introducing React Native and launching a unified cross-platform experience.
- **Drove rapid iteration** based on direct student feedback, improving UX and engagement.
- **Boosted engagement** through purposeful motion design.

Education

Higher School of Economics
Bachelor in Business Informatics
2014 - 2018

- Fell in love with digital product design early, exploring everything from app UX to typeface creation.
- Won hackathons in app design and software development.
- Led educational sessions on web design and frontend for fellow students.
- Kickstarted side projects under mentorship from Miro's future CEO.

Honors & Awards

Leaders of Digital, Semifinals
A mobile application for traveling in Russia, featuring the ability to create offline walking routes.
Jul 2019 / Winners

Qiwi Universe Awardee
B2B2C cross-platform mobile app for businesses seeking to integrate banking functionality.
Jun 2019 / Winners

Microsoft Imagine Cup (Regional)
A mobile application designed for quick, random chats, incorporating gamification techniques.
Nov 2015 / Winners

ACM ICPC Quarter Finals
International Collegiate Programming Contest (ICPC), Yekaterinburg.
Oct 2014 / Winners

Skills

Process	User Research, Wireframing, Prototyping, Design-Engineering Collaboration
UI Design	Motion Design, Microinteractions, Icon Design
Design Systems	Libraries, Components, Variants, Tokens
Product	Product Strategy, MVP, Growth Design, A/B Testing, Conversion Optimization
Frontend	HTML, CSS, JavaScript, TypeScript, React, Astro, Lottie
Tools	Figma, Framer, Notion, GitHub, Jira, ChatGPT, Midjourney, After Effects
Frameworks	Agile, Scrum, Crystal