

Igor Lemeshkin

hello@irrlmm.me • linkedin.com/in/irrlmm • https://irrlmm.me

Senior Product Designer

Product designer with end-to-end ownership across 0-1 and scaling phases. Background in frontend and design systems, with deep experience designing complex workflows and AI-driven products in close partnership with product, engineering, and leadership. Focused on building products that are beautiful, scalable, and valuable.

WORK EXPERIENCE

Reedsy

Lead Product Designer (Consulting) • London, UK • Contractor

Jul 2025 - Dec 2025

Defined product direction and AI design foundations.

- Defined product direction and AI design foundations for Reedsy Studio, contributing to a successful €2M government-funded AI development grant by framing credible product and technical use cases.
- Designed and validated AI-powered writing workflows, improving 2-month retention in closed beta by giving writers actionable feedback through visualizations and NLP-based text analysis.
- Established design foundations including a unified design system and token architecture, enabling faster iteration and safer rollout of AI features in a legacy product.

iMusician

Senior Product Designer • Berlin, Germany • Full-time

Jan 2020 - May 2025

Led platform design as iMusician scaled into a multi-product, subscription-based SaaS.

- Designed and shipped an AI-driven audio mastering product that increased revenue by 15% while fully replacing a cost-heavy third-party solution.
- Launched Artist Hub, a no-code artist website builder, achieving 12% publish-to-paid conversion by extending the release lifecycle beyond distribution.
- Reworked checkout experience to improve trust and payment clarity, reducing final-step abandonment by 25% and increasing adoption of modern payment methods.
- Shaped platform-wide UX patterns as iMusician scaled into a multi-product subscription SaaS, balancing speed of delivery with long-term system consistency.

Design Engineer • Berlin, Germany • Full-time

Nov 2017 - Jan 2020

Hybrid role bridging frontend implementation and design foundations.

- Built and maintained the core design system powering the platform, enabling consistent UX and faster delivery.
- Designed and implemented an internal issue-resolution tool, reducing delivery failures and cutting resolution time by up to 3x.
- Introduced foundational product metrics, establishing early feedback loops for product and operational decisions.

Unyo

Founding Mobile Engineer • San Francisco, US • Full-time

Mar 2017 - Nov 2017

Designed and shipped a cross-platform mobile app (iOS and Android) using React Native as the sole mobile owner in a 5-person founding team

PROJECTS

Founding Product Designer

Sep 2018 - Jun 2020

99sales

Co-founded 99sales, a fast fashion search engine, leading design and brand direction. Owned product design across web and mobile, created the visual identity and marketing assets, and contributed hands-on to the landing page and mobile app experience.

Cloud Compute Platform

Apr 2019 - Jun 2019

NDA

I designed a cloud compute platform for one of Europe's largest financial institutions, focusing on secure resource management, flexible access control, and clear UX for internal developer teams.

EDUCATION

Bachelor in Business Informatics

Higher School of Economics

Sep 2014 - Jul 2018

SKILLS

Product Design: Accessibility, Complex workflows, Design systems, Information architecture, Interaction design, Mentorship, Motion design, Rapid prototyping

Research: A/B testing, Customer journey mapping, Heuristic evaluation, Session analysis (PostHog), Usability testing, User interviews

Engineering: CSS-in-JS, Framer Motion, Git, HTML/CSS/JS, Node.js, React, Storybook, Typescript

Design tools: Adobe Suite, Blender, Figma, Lottie, Sketch