Igor Lemeshkin

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Senior Product Designer

I'm a product designer working across every phase of 0 to 1. My experience spans frontend, design systems, complex workflows, and shipping AI-driven tools, with close collaboration across C-level, product, and devs.
I try to make our world better by building valuable, beautiful and scalable products.

WORK EXPERIENCE

Reedsy

Lead Product Designer (Consulting) • **London, UK** • **Contractor**   **Jul 2025 - Dec 2025**

Defined product direction and AI design foundations.

- Drove research and product discovery for AI-driven workflows, securing a €2M government AI development grant.
- Led design of an AI-powered writing feature that showed 2-month retention growth in closed testing.
- Established design foundations, including a unified design system and token architecture, to support scalable AI features in a large 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.

- Led the design of AI-driven audio mastering tool, driving +15% revenue growth while eliminating previous operational costs.
- Designed and launched Artist Hub, a no-code artist website builder, achieving 12% publish-to-paid conversion.
- Led a checkout redesign focused on reinforcing trust and payment confidence, reducing final-step abandonment by 25%.
- Introduced a unified account setup experience, removing friction on mobile, simplifying user settings, and streamlining onboarding into a single flow, resulting in faster account setup and fewer user drop-offs during first launch.

Design Engineer • **Berlin, Germany** • **Full-time**   **Nov 2017 - Jan 2020**

Hybrid role bridging frontend implementation and design foundations.

- Built and maintained a design system powering the entire platform, accelerating time-to-market and ensuring brand and UX consistency.
- Owned the design and development of an admin issue-resolution tool, reducing delivery issues and cutting resolution time by up to 3x.
- Introduced core product metrics (CSAT, completion time), establishing a foundation for data-informed product decisions.

Uniyo

Founding Mobile Engineer • **San Francisco, US** • **Full-time**   **Mar 2017 - Nov 2017**

Led mobile engineering and product design as the sole mobile owner in a 5-person founding team.

- Designed and shipped a cross-platform mobile app using React Native for iOS and Android.

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

Core skills: Accessibility, Cross-functional collaboration, Data visualization, Design systems, Documentation, Icon design, Information architecture, Interaction design, Mentorship, Motion design, Rapid prototyping, Typography

Research: A/B testing, Agentic UX (AI), CJM, Heuristic evaluation, Session analysis (PostHog), Systems thinking, Usability testing, User interviews, User research, Wireframing

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

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