

Igor Lemeshkin

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Lead Product Designer

Lead Product Designer with 8+ years leading product direction from 0 to 1. I combine system-level thinking with hands-on field work and execution. Focused on building best-in-class user experiences, applying AI-driven approaches, and shipping scalable products through tight cross-functional collaboration.

WORK EXPERIENCE

Reedsy • London, UK

Lead Product Designer (Consulting)

07/2025 - 12/2025

Served as the consultant design authority, defining product direction and setting up the design and product foundations for future AI development.

- Drove research and product discovery for AI-driven workflows, securing a €2M government AI development grant.
- Defined what aspects of long-form text should be analyzed and how AI outputs should be visualized, establishing the core product direction for Reedsy Studio Narrative Copilot.
- Used rapid, hands-on prototyping to test AI analysis ideas and shape the final interaction and visualization approach.
- Established shared design foundations, including a unified design system and token architecture, to support scalable AI features in a large legacy product.

iMusician • Berlin, Germany

Senior Product Designer

01/2020 - 05/2025

- Led the launch of a GenAI audio mastering product, driving +15% revenue growth while eliminating previous operational costs.
- Designed and launched a no-code artist website builder with growing adoption and 40% converting to paid subscriptions.
- Drove platform-level initiatives including rebranding, modernized authentication, and multiple product quality targets.

Design Engineer

11/2017 - 01/2020

- Built design and frontend foundations, aligning design and development through a shared design system and UI principles.
- Designed and shipped analytics dashboards and issue-resolution tools, reducing delivery issues and cutting time to resolution by up to 3x.
- Introduced product metrics such as CSAT and completion time to support data-informed product decisions.

Uniyo • San Francisco, US

Founding Mobile Engineer

03/2017 - 11/2017

- Defined the mobile product experience and UX/UI design standards as the sole mobile owner in a 5-person founding team.
- Introduced React Native, accelerating mobile development across iOS and Android, and delivered a cross-platform mobile app to the App Store and Google Play.

EDUCATION

Higher School of Economics

Bachelor in Business Informatics

09/2014 - 07/2018

SKILLS

Core skills: Accessibility, Cross-functional collaboration, Data visualization, Design systems, Documentation, Icon Design, Illustration, Information architecture, Interaction design, 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