

# Igor Lemeshkin

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## 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

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#### 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.

#### Uniyo

**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

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#### 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

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### Bachelor in Business Informatics

Higher School of Economics

Sep 2014 - Jul 2018

## SKILLS

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**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