# 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

Brought in to define 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.

## 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