

Igor Lemeshkin

Senior Product Designer fluent in UI/UX, frontend engineering, and product growth.
Real-world wins scaling microsites and SaaS platforms.

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iMusician Senior Product Designer 2020 - Current Berlin, Remote	<ul style="list-style-type: none">Owned design across iMusician’s core products (Auth, Distribution, Analytics, Artist Hub)Drove transition to a subscription model, increasing customer lifetime value (LTV), retention, and revenue predictability.Launched Artist Hub, empowering thousands of artists with self-serve microsites and a no-code editor.Built a scalable design system adopted across 5 products, improving design consistency, delivery speed, and rapid prototyping.Led and mentored a junior designer, strengthening team capabilities and project delivery.Owned product-side execution of company-wide rebrand, updating UX/UI across iMusician’s entire platform.Continuously optimized UX workflows like onboarding and checkout, increasing user activation and reducing churn.
iMusician UI Engineer 2017 - 2020 Berlin, Remote	<ul style="list-style-type: none">Designed and built scalable, dev-friendly UI components, laying the foundation for a consistent product experience and growing design system.Improved complex workflows across the platform, applying interaction design best practices to enhance user experience and frontend performance.Bridged design and engineering, collaborating closely with product teams to deliver user-centric, scalable, and technically feasible solutions.
Outline Studio 2018 - 2020 Saint Petersburg	<ul style="list-style-type: none">Led product and brand design across B2B and fintech projects, delivering high-impact solutions for startups and enterprise clients.Designed and prototyped a digital banking platform for a Singaporean fintech startup, focusing on user security, simplicity, and onboarding optimization.Delivered UX/UI design for an internal cloud infrastructure tool for a leading Russian financial institution (under NDA).Spearheaded design for a new internal fashion search engine product, driving Outline Studio’s pivot from client services to product development.
Uniyo Mobile App Developer 2017 SF, Remote	<ul style="list-style-type: none">Shipped a cross-platform messaging app using early React Native technology, improving campus communication through rapid, feedback-driven iteration.Created new post engagement interactions and invested heavily in motion design, elevating app usability and user experience

Education

Higher School of Economics
Bachelor in Business Informatics
2014 - 2018

Competitions

Microsoft Imagine Cup At Chat messenger app 2017 / Winners	Leaders of Digital National bank mobile app 2019
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Skills

UX Design	User Research, Wireframing, Prototyping
UI Design	Motion, Microinteractions, Icon Design
Design Systems	Libraries, Components, Variants, Tokens
Frontend	HTML, CSS, TS, React, Astro
Product	Strategy, MVP, Growth Design, A/B Testing, Conversion Optimization
Tools	Figma, Framer, Notion, ChatGPT, GitHub, Jira
Frameworks	Agile, Scrum, Crystal