# Igor Lemeshkin

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## Product visionary guiding users through complexity into clarity • UI Engineering Background • Designing for Growth

Product designer with 8 years of experience in UX, UI, and frontend engineering. Focused on 0→1 product launches, scalable design systems, and fast delivery without sacrificing pixel-perfect quality. Proven record of leading initiatives that drive growth and set industry standards. Fluent in dev collaboration, with hands-on React and Figma experience.

## WORK EXPERIENCE

### iMusician · Berlin (Remote)
### Senior Product Designer                                           Jan 2020 - Present

- Led design across core products from zero to launch during the company's shift from transactional sales to SaaS, contributing to €1.8M in total revenue, €61K MRR, and 73% retention rate.
- Launched an AI-powered mastering service within 6 weeks, working on product and designing brand assets with marketing, driving 4× revenue growth in comparison to legacy version.
- Designed and implemented Artist Hub - a no-code site builder used by 10K+ users with 40% conversion rate to subs; owned iterative improvements to pages customization based on direct user feedback.
- Built a design system adopted company-wide, raising UI consistency to 90%, unlocking end-to-end user journey prototyping for everyone and fast shipping.
- Continuously tracked and optimized lifecycle moments like onboarding, checkout, and activation based on user insights and experimentation.

### UI Engineer                                                       Nov 2017 - Jan 2020

- Built and maintained a scalable React component library, forming the foundation of the company's complex design system, including music analytics data visualization components.
- Designed and implemented complex user flows using UX research and data analytics, optimizing touchpoints and reducing friction throughout the platform.
- Bridged design and engineering teams to ship production-ready features with tight Figma-to-code alignment.

### Uniyo · San Francisco (Remote)
### Founding Mobile Engineer                                          Mar 2017 - Nov 2017

- Led app architecture, UX, and motion design at an early-stage edtech startup, wearing multiple hats across design and engineering
- Rapidly prototyped and iterated based on direct student feedback, significantly improving UX and engagement
- Designed and implemented a React Native stack enabling fast deployment across both iOS and Android

## EDUCATION

### Bachelor in Business Informatics
Higher School of Economics • Moscow                                   Sep 2014 - Jul 2018

Won regional hackathons in app design and development. Taught web design workshops to fellow students. Started side projects under mentorship of Miro's future CEO. Explored design from UX flows to typeface creation.

**Leaders of Digital Hackathon - 1st Place**                    Jul 2019
Leaders of Digital Hackathon

**Qiwi Universe - 2nd Place**                    Jun 2019
Qiwi Universe

**Microsoft Imagine Cup (Regional) - 1st Place**                    Nov 2015
Microsoft

## SKILLS

- **Process:** Brainstorming, Cross-functional Collaboration, Rapid Prototyping, Systems Thinking, User Research, Wireframing

- **UX / UI:** Icon Design, Interaction Design, Microinteractions, Motion Design

- **Design Systems:** Components, Libraries, Responsive Design, Tokens, Variants

- **Product:** A/B Testing, Conversion Optimization, Growth Design, MVP, Product Strategy

- **Frontend:** Astro, CSS, HTML, JavaScript, Lottie, React, TypeScript

- **Tools:** Adobe Suite, ChatGPT, Figma, Framer, GitHub, Jira, Midjourney, Notion

- **Frameworks:** Agile, Crystal, Scrum

## VOLUNTEERING & LEADERSHIP

**Higher School of Economics**                    Sep 2018 - Dec 2018
Junior Lecturer

Delivered a React / React Native course that educated first- and second- year students on modern web and mobile development practices