Igor Izhik

UX Master Certified design leader with 20+ years of experience in product design

Work experience

PRINCIPAL PRODUCT DESIGNER @ LITMUS

Boston, USA (Remote) | April 2018 – April 2025

Litmus enables email marketers, designers, and agencies to create, test, and analyze email campaigns. Litmus employs approximately 200 people and generates an estimated annual revenue of $50 million. In April 2025, Litmus was acquired by Validity Inc.

- Led the design and launch of new products: Litmus AI-powered testing, Litmus Personalize Essentials, Litmus Personalize Pro used by thousands of customers.
- Led the redesign of the Litmus platform, unifying multiple email testing tools into a cohesive and seamless user experience that resulted in increased usage and better retention.
- Managed the Litmus Design System. Created, documented, and maintained Figma components, oversaw creation of React components in collaboration with the engineering team.
- Hired and managed an entry level designer for 3 years. Grew Associate Product Designer to Junior Product Designer, and then to Product Designer.
- Conducted A/B tests, provided ideas for growth experiments that resulted in significant boost in retention, engagement and desired customer behaviour.
- Mentored product and marketing designers.

SENIOR PRODUCT DESIGNER @ ALIDA

Toronto, Canada | Aug 2017 – Mar 2018

Designed new product capabilities. Led design integration of the Pressly platform (acquired by Alida) with Alida's core product. Led implementation and integration of the design system. Mentored junior designers.

SENIOR UX DESIGNER @ CGI

Toronto, Canada | Aug 2016 – Aug 2017 |

Led research and design of complex B2B financial products namely Harmonised Trading Console and Wealth 360. Led research, usability testing, and data analysis. Mentored junior designers.

SENIOR UX/UI DESIGNER @ QUESTRADE

Toronto, Canada | Oct 2012 – July 2016

Led marketing design. Designed and A/B tested 40+ marketing campaigns in collaboration with copywriters, data analytics and marketers. Introduced several design solutions which bumped the conversion rate to the next level. One of the solutions boosted the conversion rate on mobile devices by 200% and became a new baseline ever since. Mentored junior designers.

CEO & FOUNDER @ IQUADART

Grodno, Belarus | Oct 2004 – Sep 2012

Managed the team of 10+ designers, engineers and project managers. Managed multiple projects for international clients: developing websites, applications, and interactive presentations. Won multiple design awards.
Sold the company.

Education and certifications

PRODUCT DESIGN CERTIFICATION (PENDING)

Uxcel

UX MANAGEMENT, AI FOR DESIGNERS, DESIGNING INTUITIVE USER INTERFACES

Interaction Design Foundation

UX MASTER CERTIFICATION (UX MANAGEMENT, UX RESEARCH, INTERACTION DESIGN)

Nielsen Norman Group

CERTIFICATION IN INTERACTION DESIGN

University of California, San Diego, USA

BACHELOR OF SCIENCE IN APPLIED MATHEMATICS

Grodno State University, Grodno, Belarus

Writing

REMOTE CONTROL: LOOKING BACK AT MY FIRST YEAR WORKING REMOTELY

Published on UX Planet

HOW TO CREATE A DRAMATIC VECTOR ILLUSTRATION

Published on Smashing Magazine

FIND A FRIEND, BOOST YOUR CREATIVITY, AND MAKE YOUR DIGITAL DREAM COME TRUE

Published on Smashing Magazine

Portfolio and social media

Website: https://izhik.com/portfolio
Dribbble: https://dribbble.com/izhik
LinkedIn: https://www.linkedin.com/in/izhik/