

# Igor Izhik

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

## Work experience

### PRINCIPAL PRODUCT DESIGNER @ LITMUS

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

Litmus enables email marketers, designers, and agencies to create, test, approve and analyze email campaigns. Litmus employs around 200 people and generates an estimated annual revenue of \$50 million. The platform is used by 600K+ professionals from around the globe. In April 2025, Litmus was acquired by Validity Inc.

- Led the research and design of a new product—AI-powered testing.
- Led the design and launch of a new product—Litmus Personalize Essentials growing from 0 to 1,000+ accounts within 2 years steadily increasing retention rate by 5-8%.
- Led the redesign and integration of an acquired product—Kickdynamic (rebranded to Litmus Personalize Pro) used by thousands of customers.
- Hired and managed an entry level designer for 3 years. Grew the designer from Associate Product Designer to Junior Product Designer, and then to Product Designer. Mentored product and marketing designers.
- Conducted A/B tests and user research, provided ideas for growth experiments that resulted in significant boost in usage (27%), retention, engagement and desired customer behaviour.
- Managed the Litmus Design System. Created, documented, and maintained Figma components, oversaw creation of React components in collaboration with the engineering team.

### 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 UX 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. Won multiple design awards. Sold the company.

## Education and certifications

### **PRODUCT DESIGNER CERTIFICATION**

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/>