





LEONID KNIAZEV

Product Designer

 London, the UK


I specialise in developing web and mobile interfaces, prioritising the user experience to maximise profitability for the company. With a keen ability to quickly process information and a strong drive for continuous learning, I am dedicated to self-improvement and efficient time management. I am taking full responsibility for my actions.


 [My website](#)

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JOB EXPERIENCE

● **UX/UI Designer**

04.2023 – up to date
10 mo.

Otkritie Bank

The bank is among the top 5 largest banks in Russia by net assets and the number of active clients.

● **UX/UI Design Intern**

02.2023 – 03.2023
2 mo.

I currently work in the Digital department, where my main focus is on improving and maintaining the Internet bank, Mobile bank, and the bank’s app. I focus on enhancing product metrics and improving the user experience across all customer interactions with the bank. I also frequently collaborate on enhancing specific bank products like cash loans, credit cards, and debit cards.

Additionally, I am responsible for maintaining the bank’s design system and have been involved in developing concepts for the evolution of the internal platform designed for interaction between bank operators and clients. I periodically worked with existing versions of this platform.

As part of my work, I conduct research, both qualitative and quantitative, to take design decisions. I’m skilled at creating a variety of design elements such as banners, landing pages, stories, pop-ups, graphics, illustrations, icons, advertising materials, and animations, including those using Lottie. I also use neural networks like ChatGPT, Midjourney, and Kandinsky to improve my work.

Throughout my time in this role, I’ve built strong relationships with product teams to ensure our work aligns with both strategic goals and user needs.

Product Designer

10.2022 – 01.2023
4 mo.

DEDEX

A startup proposing unique operational models akin to a decentralized derivatives exchange.

I was responsible for developing the design of a web application from scratch, including the landing page and promotional materials, as well as creating and maintaining the UI kit, developing user interaction scenarios, and Information Architecture (IA).

Additionally, I played a key role in developing branding and business presentations, contributing to the visual identity and messaging of the company’s products and services.

A significant part of my responsibilities involved generating hypotheses for improving the user interface, followed by testing to verify their effectiveness. I also created wireframes and prototypes with medium and high detail.

I participated in researching the target audience, conducting qualitative and quantitative research to make decisions. Immersed in the product processes, I went through the entire path from ideation to implementing functionality.

SKILLS

Hard

- Stack: Figma, Adobe Suite, Microsoft/Tilda
- Working with iOS and Android design guidelines
- Developing wireframes and animated prototypes of various levels of detail
- Working with frameworks (CJM, Design Thinking Process, Design Sprint, Personas, User story, User flow, Service Blueprints, Information Architecture (IA), JTBD, Value proposition canvas)
- Composition building, typography, and color work
- Conducting qualitative and quantitative research (Customer Development, Usability testing, interviews, surveys)
- Market analysis and competitor audit (SWOT analysis)

Soft

- Hypothesis generation and validation
- Presentation of work results
- Experience in a development team
- Working with Agile methodology
- Task prioritization skills, time management skills
- Desire to achieve results
- Accountability for decisions made
- Valuing productive relationships within the team

COURSES

*All links are clickable

2023	Google, Coursera	<u>UX Design Professional Certificate</u> <ul style="list-style-type: none">• <u>Foundations of User Experience (UX) Design</u>• <u>Start the UX Design Process: Empathize, Define, and Ideate</u>• <u>Build Wireframes and Low-Fidelity Prototypes</u>• <u>Conduct UX Research and Test Early Concepts</u>• <u>Create High-Fidelity Designs and Prototypes in Figma</u>• <u>Responsive Web Design in Adobe XD Design a User Experience for Social Good & Prepare for Jobs</u>
2023	Design School Perasperadastra	UX/UI, the brand identity and 3D
2023	Udemy	<u>Complete Web & Mobile Designer in 2023: UI/UX, Figma, +more</u>
2023	Udemy	<u>Web Design in Figma 2023 Pro. Ui-Kit</u>
2022	Udemy	<u>Figma UI UX Design Essentials</u>
2022	The Gymnasium	<u>UX Fundamentals</u>
2022	Otus Education	<u>JavaScript for Beginners</u>
2022	Otus Education	<u>Product Manager IT-projects</u>

CONTESTS

*All links are clickable

2023	<u>Career Factory</u>	<u>Designer Contest in Russia</u> <p>I secured the 13th place out of 153 participants (made it to the top 10%) based on the results of two stages (product cases). Designers of all grades participated in the competition.</p>
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