LEONID KNIAZEV

Product Designer

With nearly 3 years of experience, I am developing web and mobile interfaces, prioritizing user experience to enhance company profitability while also safeguarding user interests. I am prepared to take ownership of outcomes and autonomously address any arising issues.

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JOB EXPERIENCE

UX/UI Designer
04.2023 – up to date
1 y. 1 mo.

UX/UI Design Intern
02.2023 – 03.2023 /2 mo.

Otkritie Bank

The bank is among the top 5 largest banks in Russia by net assets and the number of active clients (nearly 4 million people).

My main task at the moment is leading the redesign of the banking web application - the online bank. After the MLP launch, the average user rating increased from 5.9 to 8.7. This improvement also reflects in product metrics, such as loan applications within the app. The Q1 2024 plan was exceeded by 16%, equivalent to an additional revenue of $17.4 million. I have redesigned Transfers&Payments, History of transactions and product's pages of second order, which is around 60% of whole web app.

My other responsibilities include working with the bank's design system, being involved in developing concepts for the evolution of the internal platform designed for interaction between bank operators and clients, and creating QBR presentations, advertising materials such as banners, landing pages, and stories, with more than 800,000 views (CR = 3.3%, twice the average plan).

Throughout my time in this role, I've built strong relationships with product teams (product managers, developers, stakeholders and other designers) 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). Created pitch deck presentation.

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.

UX/UI Designer
12.2020 – 10.2022
/1 y. 10 mo.

JSC "International Uranium Enrichment Centre"

B2B platform which provides services related to uranium supplements to shareholders

I was responsible for working on the maintenance and development of a B2B platform, which served as the foundation for the document workflow of Russia's energy complex. I participated in designing entire sections of the vast platform, such as 'Document Coordination' and 'Organization Management and Corporate Events.' The platform's existence was implemented in 134 companies within the nuclear industry, allowing for significant time and cost savings.

SKILLS

Hard

- Stack: Figma, Adobe Suite, Microsoft/Tilda/Framer
- iOS and Android design guidelines
- Wireframes and animated prototypes
- Frameworks (CJM, Design Thinking Process, Design Sprint, Personas, User story, User flow, Service Blueprints, Information Architecture (IA), JTBD, Value proposition canvas)
- Composition, typography
- Qualitative and quantitative research (Customer Development, Usability testing, interviews, surveys)
- Market analysis and competitor audit

Soft

- Hypothesis generation and validation
- Presentation of work results
- Collaborative
- Agile
- Task prioritization skills, time management skills
- Desire to achieve results
- Accountability for decisions made

COURSES

2023	Google, Coursera	UX Design Professional Certificate
		• Foundations of User Experience (UX) Design
		• Start the UX Design Process: Empathize, Define, and Ideate
		• Build Wireframes and Low-Fidelity Prototypes
		• Conduct UX Research and Test Early Concepts
		• Create High-Fidelity Designs and Prototypes in Figma
		• Responsive Web Design in Adobe XD Design a User Experience for Social Good & Prepare for Jobs
2023	Design School Perasperadastra	UX/UI, the brand identity and 3D
2023	Udemy	Complete Web & Mobile Designer in 2023: UI/UX, Figma, +more
2023	Udemy	Web Design in Figma 2023 Pro. Ui-Kit
2022	Udemy	Figma UI UX Design Essentials
2022	The Gymnasium	UX Fundamentals
2022	Otus Education	JavaScript for Beginners
2022	Otus Education	Product Manager IT-projects

CONTESTS

2023	Career Factory	Designer Contest in Russia

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.