Aleksei Matveev

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London, United Kingdom

Senior Product Designer

Multidisciplinary designer based in London with 8+ years of experience in product teams and freelance. Strong background in digital technologies, covering end-to-end product lifecycle, strategy, research, and implementation. Product vision and design expertise in AI, Finance, Travel, EdTech, No-Code, and Crypto as both a contributor and leader. **A visa to work in the UK is not required. UK Global Talent (Tier 1).**

Work Experience

Senior Product Designer

ZERO10, Inc. (New York, US) | 03.2022 – 02.2025
Leading AR Fashion Platform providing AI-powered virtual try-on technology for brands worldwide.

- **Increased AR Mirror photo capture conversions by 42%** on projects for The Walt Disney, Warner Bros., Coach, Tommy Hilfiger, Tommy Jeans, and Viva Technology by implementing a simplified camera activation process and enabling photo sharing to clients' devices via an iPad controller.
- **Boosted digital item preview rates by 1.7x to 18.2%** and **increased content-saving conversions by 3.1x to 13.6%** by optimising internal navigation through the consolidation of collections and items.
- **Improved the conversion rate for initiating real-time try-on capture by 2.35x from 7% to 16.5%** by redesigning visual and tactile interactions based on feedback from the production team and user-generated content, addressing previously unclear functionality.
- **Enhanced body detection conversion rates from 26.9% to 95.2%**, a 3.5x increase in photo try-on by developing a warm-up flow to validate the accuracy of uploaded data based on tool popularity scores and low funnel completion rates.
- **Achieved a 40.8% increase in conversion to photo-based clothing try-ons** by researching user stories and implementing a functional selector to make real-time and photo try-ons equally accessible.

Senior Product Designer

Prisma Labs, Inc. (California, US) | 10.2020 – 03.2022
World's largest AI-powered photo and video editing apps, with 3M+ MAU.

- **Led the development of a cross-platform video editor with AI features**, automating content processing to reduce time costs by up to 30% and generating compositions based on music tracks, increasing the number of available templates.
- **Achieved a record of $100,000 in total daily revenue** for Lensa and Prisma by integrating paid functionalities and seasonal offers based on user behaviour and analysis of previous offerings.
- **Increased** Prisma's **Monthly Active Users (MAU) by 7% to 570,000** by enhancing product value through updates and testing of key interaction points, including onboarding, applying and buying styles, settings, and help centre.
- **Boosted** Lensa's **average daily revenue by 1.8x to approximately $9,000** by implementing referral programs and customer retention techniques, testing over 100 hypotheses, and conducting more than 30 successful cross-platform A/B/n and multivariate tests.
- **Developed an FAQ centre** in Lensa, **exceeding 3,000,000 requests in the first-month post-launch** by analysing and categorising user questions and feedback throughout the iterative production process.

Lead Product Designer

VTB Bank, PJSC (Moscow, Russia) | 05.2020 – 10.2020
The Largest Bank and the #1 Fintech in B2B, with over 1.3M clients.

- **Increased conversion for completing** LLC registrations **by 3.9x to approximately 5,300 applications per month** and IE registrations **by 5.6x to around 14,000 applications** by analysing in-depth interview sessions and optimising data entry forms for faster progression through steps.
- **Doubled mobile device visits** by testing various hypotheses for scenario adaptations and simplifying product interactions.
- **Led a team of product designers**, providing training in analytics and research, conducting design reviews, and performing competency assessments to improve departmental quality and productivity.

- **Facilitated the development of the Admiral banking design system** and its integration with the system from Pinkman Studio, leading the creation and implementation of components required for B2B products.
- **Coordinated with external contractors from McKinsey&Company** to define goals and approve requirements for ongoing research, including UX/CX audits, in-depth interviews, and usability tests.
- **Streamlined business processes** by collaborating with key stakeholders: Business Leads, System Analysts, and Product Managers to automate the customer registration process.

Senior Product Designer
Linkmuse, LLC (Moscow, Russia) | 07.2018 – 04.2020
A Marketplace in the Media Industry with over 60K MAU.

- **Increased registration start conversion by 2.5x to 9.2%** and **registration completion conversion by 3.5x to 3.6%** by building a Customer Journey Map (CJM) to analyse usage scenarios and optimise existing authentication logic.
- **Tripled weekly user traffic from approximately 6,400 to 19,200 views** by redesigning the profile structure to expand professional categories and communication opportunities.
- **Boosted conversion rate** for customer-created castings **by 3x to 61.3%** by conducting comprehensive research using personas, in-depth interviews, and A/B/n tests to prioritise data during publishing and implementing simplified response cards for comparison.
- **Secured a 76% increase in traffic** by researching client needs to design a minimum viable mobile version of the product, addressing core user tasks while considering team resource constraints and the company's growth strategy.
- **Led the design process and managed the design team**, overseeing end-to-end development, design library integration, and pattern systematisation.

Education

Bachelor's Degree in Informatics and Computer Science
Volgograd State Technical University (Volgograd, Russia) | 09.2017 – 07.2021
Programming, Data Algorithms & Structures, Distributed Computing, Mathematical Methods of Data Analysis.

Certificate in Accessible Design
The A11Y Collective | 12.2024

Key Competencies

Skills: Design Patterns, Design Thinking, Experimentation and Iteration, User-centred Design (UCD), Product Development Life Cycle (PDLC), End-to-End Design (E2E), Agile Product Development, Product Design, UX Design, UI Design, User Journeys, Prototyping, Design Systems, DesignOps, UX Research, Usability Testing, Interaction Design, Art Direction.
Tools: Figma, Sketch, Rive, Principle, Miro, Axure, Balsamiq, OmniGraffle, Jira, Notion, Amplitude, Adobe Creative Suite, Cinema 4D, React, HTML, CSS, JS.
Achievements: UK Global Talent in Digital Technology – Tier 1; Winner of the European Design Awards;
Language: English – Professional working proficiency; Russian – Native proficiency.

Volunteering

Design Mentor
6nomads, Inc. | 12.2018 – 12.2019
Conducted interviews and mentorship sessions with users, assisting them in securing positions at digital companies. Evaluated candidates for tech companies, connecting talented designers with strong teams.

Publications

How we made life easier for support or why F.A.Q is useful 2.5k views | 28.01.2022

Updating remote business registration in the bank 1.4k views | 27.01.2022

The process of verifying users in the talent search service 1.5k views | 18.01.2022