Aleksei Matveev

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London, United Kingdom

Product Designer

Based in London, I'm a data-driven Senior Product Designer with **over 8 years of experience.**
I've contributed to end-to-end product lifecycles, from strategic planning and concept development
to implementation and delivering innovative solutions within companies to enhance customer experience
and drive business value. **A visa to work in the UK is not required. UK Global Talent (Tier 1).**

Work Experience

ZERO10, Inc. (New York, US)   **Senior Product Designer**   **03.2022 – Present (2 yr 10 mos)**

ZERO10 develops realistic digital clothing fitting experiences based on proprietary AR technology for
innovative products available 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.

Prisma Labs, Inc. (California, US)   **Senior Product Designer**   **10.2020 – 03.2022 (1 yr 6 mos)**

Prisma Labs is the parent company of Prisma and Lensa, two of the world's largest AI-powered photo and
video editing apps with millions of users worldwide.

- **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.

VTB Bank, PJSC (Moscow, Russia)   **Lead Product Designer**   **05.2020 – 10.2020 (6 mos)**

VTB Bank is one of the largest banks in Russia, previously operating in Europe, Asia, and Africa. It ranks
among the world's top 100 banks by capital size in the FT Global 500, FT Europe 500, and FT Emerging 500.

- **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.

Linkmuse, LLC (Moscow, Russia)　　　**Senior Product Designer**　　　**07.2018 – 04.2020 (1 yr 10 mos)**

Linkmuse developed a communication platform connecting candidates and agencies in the media industry.

- **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

The A11Y Collective　　　**Accessible Design**　　　**09.2023**

Volgograd State Technical University　　　**Bachelor**　　　**09.2017 – 07.2021 (4 yr)**

Degree in Informatics and Computer Science with a focus on Programming, Data Algorithms and Structures, Distributed Computing, and Mathematical Methods of Data Analysis.

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: Winner of Telegram Contest; UK Global Talent in Digital Technology – Tier 1.

Language: English – Professional working proficiency; Russian – Native or bilingual proficiency.

Volunteering

6nomads, Inc.　　　**Design Mentor**　　　**12.2018 – 12.2019 (1 yr)**

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 (2.4k 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 (1.4k views)	**18.01.2022**