

# Aleksei Matveev

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London, United Kingdom

## 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

### Founder & Design Engineer

Two Dice Technologies Ltd. (London, UK) | 03.2024 - Present

Early-stage AI startup focused on finding product-market fit and preparing for pre-seed funding round.

- **Conducted 50+ customer development interviews and market research** to validate product hypotheses and identify key market opportunities for product-market fit.
- **Led end-to-end product development** from ideation to MVP, gaining hands-on experience in operations, technical implementation, and go-to-market strategy.

### Senior Product Designer

ZERO10, Inc. (New York, US) | 03.2022 - 03.2024

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 - 01.2022

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.

### Senior Product Designer

VTB Bank, PJSC (Moscow, Russia) | 09.2019 - 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.

## Product Designer

Linkmuse, LLC (Moscow, Russia) | 08.2017 - 09.2019

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.

## 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, Claude, Zed, Cursor, Raycast, Rive, Principle, Miro, ProtoPie, Axure, Balsamiq, OmniGraffle, Jira, Notion, Amplitude, Adobe Creative Suite, Cinema 4D, React, HTML, CSS, JS.

**Achievements:** UK Global Talent in Digital Tech 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.