

# Alex Medvedev

## Product designer

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A multi-talented designer with a track record of success spanning over 5 years. Led the design department in a development studio for over 3 years, managing UX/UI, design systems, and client relationships. Spearheaded projects from inception to successful launches. Self-launched an MVP of a mobile app that helped attract investments in the project. Proficient in Figma, Protopie, and Framer.

## Work experience

### azart.tech / Lead designer

March 2019 - December 2022 (3y 10m)

In my previous role at a web development studio in Saint Petersburg, Russia, I served as a lead designer, managing over 20 projects during my tenure. My responsibilities included analyzing and designing UX, crafting UI, establishing robust design systems, prototyping, liaising with clients, collaborating with development teams, drafting technical documentation, project management, estimating design costs, presenting design solutions, conducting benchmarking.

I actively utilized skills in prototyping, UI/UX design, Adobe Photoshop, Figma, Protopie, while also conducting user research and developing design systems to ensure consistency in user experience.

Moreover, I spearheaded projects from inception, engaging in client communication, guiding development processes, and overseeing final quality testing to ensure adherence to design standards. Notably, I achieved a successful MVP launch for a mobile application concept, where I played a pivotal role in making prototype, ensuring the delivery of a high-quality concept aligned with investors needs and user expectations.

### freelance / Graphic designer

April 2017 - April 2019 (2y 1m)

As a freelance graphic designer, I embarked on a transformative journey that shaped my design career. This phase marked my transition from novice to seasoned professional as I navigated diverse client projects, honed my skills, and cultivated meaningful collaborations. It was a period of creative exploration, client interaction, and relentless pursuit of excellence.

Through this experience, I developed not only technical proficiency but also essential communication and client management skills, laying a solid foundation for my continued growth and evolution as a designer.

## Skills

### Figma

A collaborative design tool for creating interfaces and sharing design assets.

### Research

Gathering insights about users to inform design decisions.

### CJM

Visualizing the user's experience and interactions with a product.

### Design system

A collection of reusable design components and guidelines.

### Prototyping

Creating preliminary versions of a product to test and refine design ideas.

### Testing

Evaluating designs by gathering user feedback and observing behavior.

### Branding

Builds recognition, communicates values, and fosters connections.

## Achievements

### Established leadership

Took charge of design at the inception of the development studio. Single-handedly crafted the studio's branding identity from scratch, demonstrating proactive initiative in enhancing conversion rates and attracting a larger client base.

### Successful MVP

Independently developed a fully functional MVP for a large-scale mobile application. Managed the entire design process, including branding, user flow, app design, interactive prototype, promotional materials, investor pitch materials, and promotional website within tight deadlines. Secured substantial investment from impressed investors to further develop the application.