

Artem Alekseev

Senior Product Designer | SaaS & data-rich products | Complex workflows

📍 Remote (Global) | ✉ contact@artyomalekseev.com

🔗 [LinkedIn](#) | 🌐 [Portfolio](#)

SKILLS

Senior Product Designer with 6+ years across SaaS, media, e-commerce, and EdTech, turning complex workflows into accessible products and working closely with engineering.

- Focus: SaaS, media, EdTech, e-commerce, data-rich workflows, and accessibility (WCAG 2.1)
- Methods: Product discovery, user interviews, usability testing, prototyping, analytics, and design systems
- Tools & technical: Figma, Adobe Creative Suite, Google Analytics, Yandex Metrika, HTML/CSS, JavaScript, TypeScript, React, Flutter/Dart

EXPERIENCE

Snob, Remote – *Product Designer (Media)*

Feb 2021 – Present

Own UX scenarios and visual design for a media platform serving 6M+ monthly visits.

- Combined Yandex Metrika with blogger research to guide the redesign; comparing the year before and after, visits rose 50% and time on site 38%.
- Improved font loading and reduced pages with high LCP by 45%, from 7,061 to 3,831.
- Built a system of 530+ components and variants used across approximately 50 pages.
- Reduced dead clicks on article images by 17% with an accessible zoom experience; reviewed keyboard interaction, focus states, and skip navigation against WCAG 2.1 criteria.

QR Flow, Remote – *Contract Product Designer (SaaS)*

Mar 2024 – Aug 2024

Owned end-to-end UX and visual design for a QR management SaaS product built from scratch.

- Structured creation flows for 13 QR types and 24 responsive microsites for eight customizable types (8 x 3 target widths).
- Designed QR customization, dashboard workflows, and scan analytics; delivered 1,900+ NextUI-aligned components and variants.

Oil on Canvas, Remote – *Founder & Product Designer (part-time)*

Jun 2021 – Jun 2023

Founded a gamified art-history learning product for iOS, Android, tablet, and web.

- Owned product strategy, research, UX/UI, Flutter development, business planning, budgeting, pitch materials, and monetization.
- Designed 27 levels across 9 art movements, 12+ Stories, quizzes, flashcards, high-resolution artwork viewing, and 3D/AR learning experiences.
- Led content production with a content manager, translators, and a freelance art historian; shipped in 3 languages.
- Used usability tests, store-review analysis, Firebase, and Google Analytics to iterate after launch; reached 2,500+ installs.

Wantsushi, Remote – *Contract Product Designer & Engineer (E-commerce)*

Nov 2020 – Nov 2022

- Audited and redesigned a legacy WordPress/Bitrix ordering experience using Yandex Metrika, Lighthouse, UX heuristics, support requests, and restaurant-staff feedback.
- Owned UX and visual design, then implemented responsive React web and Flutter mobile apps, including Yandex Cloud infrastructure and iiko integration.
- Reduced cart abandonment by approximately 60% after launch.

Cactus Vision, Remote – *UX/UI Designer*

Jun 2019 – Nov 2020

Worked across cloud, media, museum, and design-system engagements.

- **Rostelecom Cloud:** Researched and prototyped core cloud workflows through surveys and usability testing.
- **Tsimmes:** Led a mobile-first redesign and built a reusable Figma UI kit.
- **Polytechnic Museum:** Designed a responsive interface and component library against WCAG 2.1 requirements.
- **Union:** Connected Figma components with a Storybook-based React component library and created onboarding documentation.

EDUCATION

Simferopol Electronics College, Ukraine

Integrated Circuit (IC) Design | 2015 – 2018

CERTIFICATIONS & COURSES

- **DHS Trusted Tester (TT-2409-06565) | U.S. DHS, 2023**
- **UI Development School | Yandex, 2018**
- **Human-Computer Interaction | Georgia Institute of Technology, 2018**

Portfolio: artiomalekseev.com | LinkedIn: linkedin.com/in/artiomalekseev
