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ALEKSEI GRIGOREV

Head of Product Design

Head of Product Design with **14 years of experience**, including **6 in leadership**, specializing in fintech, embedded finance, and marketplaces. Combines product strategy with hands-on design and team development. Built and led a 40-person design unit and introduced AI-assisted workflows that halved prototyping time. Mentors designers and builds design tools used by 130K designers.

SKILLS & TOOLS

- Product Design Strategy · End-to-End UX/UI · Empathic Design · User Research · Design Systems · Cross-functional Leadership · Stakeholder Management · Motion Design · AI-assisted Design
- Figma, Weave, After Effects, Claude, Codex, Amplitude, Hotjar, Maze, Dovetail
- **English (Fluent)** · Russian (Native)

EXPERIENCE

Product Design Manager **2025 – 2026**
Qatar Insurance Company (QIC Digital Hub) / *Insurance and digital consumer products, 800K users*

- Defined and delivered a new product design vision for QIC Car Marketplace, increasing the contact rate from 2% to 4.3%
- Led the redesign of key user journeys across the marketplace, increasing the click-through rate to listings by 20%
- Improved discoverability of the insurance claims flow, doubling self-service adoption and eliminating related recurring support requests
- Automated early-stage prototyping with AI across the design team, reducing prototyping time by 50%
- Built a Figma plugin using AI-assisted development, reducing design review time from 8 hours to 2
- Mentored a designer, helping them improve their UI design skills within 6 months, as confirmed by their performance review

Product Design Manager **2022 – 2025**
Alfa Bank / *Private bank with 6.3M active digital clients, 200+ product designers, B2C/B2B*

- Scaled the design team from 4 to 12 designers, establishing hiring pipelines and structured mentoring programs
- Shaped the product design strategy for integrating banking services into VK Messenger, helping acquire 275K+ new active users within 3 months
- Led the redesign of the cross-platform Gen Z banking experience, informed by parent research and A/B testing, driving adoption among 300K+ families
- Led a mobile app redesign and aligned cross-functional teams on UX priorities, reducing task completion time by 20% and contributing to a ₽5M+ increase in monthly revenue
- Mentored a Senior Product Designer, supporting their promotion to Staff Product Designer within 1 year
- Partnered with compliance, risk, and engineering to ship features in highly regulated B2C financial environments

Lead Product Designer **2020 – 2022**
Yandex LLC */ Auto.ru - 4M DAU automotive classifieds platform, B2C/B2B*

- Designed an immersive 360° vehicle listing experience, increasing engagement with listings by 40% and reducing time to sell by 12%
- Established a scalable user research process to uncover driver pain points and shorten feedback cycles
- Reduced hiring time by 17% by clarifying expectations for design roles and calibrating interviews
- Developed a design competency framework and mentored designers through regular performance reviews
- Reprioritized the product roadmap using insights from Support and Sales to address friction across the customer journey
- Aligned feature priorities across iOS, Android, and web, ensuring a consistent experience across buyer and seller touchpoints

Senior Product Designer **2017 – 2020**
Yandex LLC */ Auto.ru - 4M DAU automotive classifieds platform, B2C/B2B*

- Redesigned the vehicle listing creation flow with smart defaults and step-by-step guidance, cutting form completion time by 50%—from 30 to 15 minutes
- Launched Mag.Auto.ru, an automotive content platform, increasing user retention by 20%
- Redesigned mobile listing view and CTA placement, increasing loan conversion by 8%
- Launched and scaled Auto.ru's first atomic design system, reducing design debt and streamlining design-to-development handoffs

Senior Product Designer **2016 – 2017**
New Cloud Technologies */ B2B SaaS collaboration tools*

- Designed a secure enterprise messenger (iOS, Android, web), reaching 5,000 active users in 1 month

Senior UI/UX Designer **2013 – 2016**
Sanoma Independent Media */ International media publisher (Esquire, Cosmopolitan, National Geographic)*

- Overhauled UX for 8 high-traffic media websites, resulting in a 15% average bounce rate drop

Senior UI/UX Designer **2012 – 2013**
2can */ Fintech startup, B2C/B2B*

- Redesigned the website, doubling pages per visit from 2 to 4

UI/UX Designer **2011 – 2012**
Euroset */ Marketplace, eCom, B2C*

- Redesigned the corporate portal, reducing employee onboarding time from 7 to 3 days

EDUCATION

- **London Future Academy** - Product Design Strategy
- **British Higher School of Art and Design** - Interactive Design and New Media
- Moscow State Institute of Radio Engineering, Electronics and Automation
  - Bachelor's degree, Electrical and Electronics Engineering

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