

# Aleksandr Martynov

## Product Designer

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### Work Experience

#### Yandex / Senior Product Designer

Dec 2017 – Present, Moscow, Russian Federation

- Design Bringly which is cross-border marketplace
- User interviews, hypothesis validation and usability tests
- Drive UX vision, create UX workflows and run prototypes
- Generate comprehensive information architecture
- Design layouts, interactions and transitions for app/web
- Implement design system
- Collaborate with designers, PM, developers, researchers and marketing team to ensure consistency in brand execution and to share best practices

#### Sputnik / Product Designer

Aug 2016 – Jun 2017, Moscow, Russian Federation

- Redesign Sputnik Browser with strong focus on usability and clean UI
- Gather and analyze requirements
- Prototype and design for 3 platforms: iOS/android/win
- Create marketing materials
- Work closely with developers and PM

#### Loomoon / Lead UX/UI designer

Nov 2015 – Jul 2016, Moscow, Russian Federation

- Design FinTech products for 3 banks
- Established the effective design and project management processes
- Supervised production of prototypes
- Create and iterate on brand-specific style guides
- Consulted with developers during the release regarding interaction and design decisions

#### Asian Pacific Bank / UX/UI designer

Mar 2014 – Aug 2014, Saint-Petersburg, Russian Federation

- Design digital banking solution for all platforms
- Gather and analyze requirements
- Demonstrate functionality to internal stakeholders
- Work with developers and PM

#### FS group / Web designer

Mar 2014 – Aug 2014, Saint-Petersburg, Russian Federation

- Design websites and graphics for clients with different business requirements
- Craft rapid prototypes to demonstrate ideas
- Create marketing materials
- Collaborate with designers, PM, developers

### Education

#### St. Petersburg State University of Film and Television / Specialist Degree

2009 – 2014, Saint-Petersburg, Russian Federation

### Skills

#### Research

- Data analysis
- A/B Testing
- User interviews

#### Information Architecture

- Build CJM
- Use design patterns
- Iterative design process

#### Graphic Design

- Visual design discipline (color, imagery, typography, graphic elements)
- Design systems

#### Prototyping

- Low-fidelity and High-fidelity wireframes
- Rapid prototyping