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Summary

As the Design Director at Trevolution Group, I lead a team of 28+ designers working across multiple offices worldwide, delivering engaging and user-friendly designs for mobile and web platforms. I have implemented individual development plans, a grading system, a hiring system, and a knowledge sharing platform for my team, ensuring their professional growth and skill enhancement.

I have over eight years of experience as a Product Designer, working with notable companies such as Tinkoff, Motify, and Ozon. I have successfully established essential business processes, built high-performing teams, contributed to the development of design systems, and managed various design aspects within the primary applications of these companies. I have also published articles on Medium, sharing my insights and research on the IT industry and user behavior. I hold a degree in Frontend-developer from NNRTC and a certificate in English proficiency from Duolingo. My core competencies include User Experience Design (UED), User Interface Design, and User Experience (UX). My goal is to use my skills and expertise to influence and direct exceptional design outcomes that meet the needs and expectations of the users and the clients.

Experience

Design Director

Trevolution Group

May 2023 - Present (10 months)

I lead a team of 28+ designers, including product and graphic designers, working across multiple offices worldwide. My responsibilities include:

1. Developing Competency Maps and Growth Plans: Implemented individual development plans for each designer, ensuring their professional growth and skill enhancement.
2. Introducing a Grading System: Established a grading system for offices in Riga, Bangalore, and Dubai, providing standardization and fairness in performance evaluation.
3. Building a Hiring System for Designers: Constructed an efficient hiring process for designers, attracting talented professionals to our team.
4. Implementing the Refry System: Created a platform for knowledge and reference sharing among designers in FigJam, fostering collaboration and inspiration.
5. Organizing Product Teams: Divided designers into product teams and created creative pairs of Manager+Product Designer, ensuring synergy and efficiency in work.
6. Participating in Business Meetings: Actively involved in business decision-making and working with the team on short-term plans, influencing the company's strategic direction.

My role encompasses managing and developing the team and actively engaging with the business, ensuring that design remains at the core of our strategy and contributes to achieving our collective goals.

Head of Design

NDA Company

Aug 2022 - May 2023 (10 months)

Cannot provide details of employment due to the NDA restrictions.

Senior Lead Designer

OZON.ru

Nov 2021 - Aug 2022 (10 months)

Primary Duties:

- Orchestrated, supervised, and facilitated the day-to-day operations of a design unit, directly overseeing a team of 8 designers;
- Managed various design aspects within the primary Ozon mobile application;
- Maintained a cohesive and consistent Ozon visual identity;
- Fostered effective communication and collaboration between design teams and other departments;
- Recruited, onboarded, motivated, assessed, and nurtured talent within the team;
- Contributed to the development of the company's design system;
- Utilized tools such as Figma and the Adobe Creative Suite for design projects.

Accomplishments:

- Established essential business processes and built a high-performing team;
- Demonstrated success in assuming the responsibilities of the department head during their absence, overseeing task allocation, workload distribution, and coordination of 32 team members;
- Created and implemented a performance evaluation system for my team, which was recognized as a best practice within the company;
- Enhanced professional expertise in the realm of marketplace management;
- Acquired experience in organizing hackathons, presenting at internal conferences, and participating in meetups;
- Strengthened leadership and managerial capabilities.

Notable Projects:

- Initiated and produced a podcast catered to designers, available on iTunes and Yandex.Music;
- Developed and launched a new "Ozon Moments" app section, enhancing user experience.



Head of Product Design

Motify App

Mar 2020 - Nov 2021 (1 year 9 months)

Primary Duties:

- Orchestrated, supervised, and facilitated the day-to-day operations of the design department, directly overseeing a team of 4 designers;
- Managed the recruitment, onboarding, motivation, assessment, and development of team members;
- Oversaw all aspects of design across Motify's projects and initiatives;
- Designed web platforms and mobile applications, ensuring a cohesive user experience;
- Developed and maintained the company's brand book and visual identity.

Accomplishments:

- Established essential business processes and cultivated a high-performing team;
- Actively participated in the development of the Motify product;
- Served as a mentor, providing hands-on support for the onboarding and professional growth of team members;
- Enhanced professional expertise in the realm of product promotion.

Reason for leaving: The company closed its operations.



Senior Lead Designer

Tinkoff

Aug 2018 - Mar 2020 (1 year 8 months)

Main Responsibilities:

- Worked on Tinkoff Business ecosystem products, including CRM, Mailing Builder, Online Accounting, and Website Builder;
- Conducted user experience research to inform design decisions;
- Collaborated with team members, designers from various domains, business clients, developers, and other stakeholders within the product development process;
- Enhanced key metrics across different product areas through targeted design solutions;
- Assigned tasks and monitored their execution, with one direct report.

Accomplishments:

- Gained valuable experience working on fintech products.

Professional Growth within the Organization:

1. Lead Designer
2. Product Designer

Education

NNRTC

Frontend-developer

2012 - 2016

Licenses & Certifications



English Proficiency Certificate - Duolingo English Test

Issued Oct 2022 - Expires Oct 2024

Skills

Concept Development • Concept Art • Teamwork • Personal Development • Growth Strategies • Adobe Illustrator • Team Management • Adobe Photoshop • Project Management • Problem Solving