Alexander Machugovskiy

Senior Product Designer

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LinkedIn • Portfolio

EXPERIENCE

Ingos Investments Jan 2022 – Jan 2023
Lead product designer

- Management and planning, ideas generation, mentoring, hiring, interacting with over 30 coworkers on a daily basis
- Research, innovations, interactive prototyping, user testing
- FinTech mobile apps: UX/UI, design system
- Web: design reviews, interface terms and tone of voice
- Result: designer-to-developer ratio has halved, delivery speed was increased

Open Investments Jan 2021 – Jan 2022
Lead UX/UI designer

- Ideation, presentations, mentoring, setting tasks for R&D
- Research, data mining (400k clients), personas, user flow, user scenarios, CJM, interactive prototyping, user testing
- Web (desktop and adaptive): UX, UI kit, developers support
- Messaging and copyrighting, tone of voice
- Result: conversion funnel increased by 75.4%

Acronis Apr 2015 – Jun 2017
Senior UX/UI designer

- Responsible for Acronis True Image for Windows (500k customers, 17 languages), as well as for desktop software suite. Also attended to Acronis Backup (SaaS), mobile app and web services design
- Prototyping and user testing, a study of user feedback from different countries, close cooperative work with QA and localisation departments
- Guidelines support, print and branding
- Result: the concept of user-centred design was put into practice, and processes for effective interaction in multidisciplinary teams were built

Freelance work 2006 – 2024
Interaction designer, Art director

- IA/UX/UI design for online services and mobile apps. Clients: WeavePay (UK), Yandex B2B, TaskMe.es (Spain), Pigeon Post, RosYama and others
- Logo and identity design, outdoor advertising for pult.ru, Orsis, SCE, Bilarm, ProBioFit (Turkey) and others
- Sound design for educational and multimedia products, as well as for video games. Clients: Gaijin, Alawar, OxxoMedia (Germany) Giants software (UK) and others
- Digital art projects (exhibitions, galleries, shows, art festivals)

While studying in MIEM
Software development

- Database management systems development. Clients: Hermes financial group, Road Construction Machinery institute.

DESIGN SKILLS

- Full-scale system design, from information architecture and user stories to visual aesthetic and art direction
- Interactive prototypes, usability tests and research
- Deep understanding of possibilities and limitations of frameworks and technologies
- Programming experience

MANAGERIAL SKILLS

- Team leading, mentoring
- Multi-disciplinary communications with specialists from different fields, English
- Ability to take responsibility while at the same time not putting undue pressure in someone else's area of responsibility
- Public speaking experience

SOFTWARE

Adobe Illustrator, Photoshop, Figma, Sketch, ProtoPie, InVision, Fuse Studio, Final Cut Pro X, Apple Motion, Jira, Confluence, WebGL, sound design

EDUCATION

- Fine art school (drawing, painting, sculpture, art history)
- Moscow Institute of Electronics and Mathematics, master in AI and software design
- Strelka institute UX design cources

HOBBY

Visual effects programming in limited size (sizecoding, demoscene), healthy lifestyle

AWARDS:

Yandex Demodulation, CAFe, Chaos Constructions, DiHalt – diplomas of winners in computer graphics and animation contests