ANDREW ZOLOTOV

Principal Product Designer

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SUMMARY

Strategic user experience expert with a strong interest and skill in hands-on work. With 17+ years of experience in creating, mentoring, and leading cross-functional design and research teams, with an engineering background, experience in co-founding a startup (1M MAU), and launching a TOP-3 UX/UI agency in Russia (200+ completed projects). Proven track record in user-centered design, SaaS products, and Agile environments. Expertise in design systems, user research methodologies, and data-driven decision-making.

EXPERIENCE

Principal Product Designer, Mentor, Freelance, 2022 — Present

- Conducted usability testing for the llex.by legal information system, developed a comprehensive design system, and led a full redesign of the desktop version, improving navigation and usability. The updates led to a 17% increase in user engagement and a 12% boost in task efficiency.
- Designed the mobile version from scratch, optimizing the experience for on-the-go users. Combined with the desktop improvements, the redesign resulted in a 42% rise in user satisfaction based on post-launch surveys.
- Mentored over 15 UX/UI designers and researchers, focusing on user-centered design principles, qualitative and quantitative research methodologies, and Agile practices.

Senior Product Designer, 2022, June Homes, Remote, New York, NY

- Designed a mobile application interface for apartment maintenance professionals, which led to a 75% reduction in operational costs over six months, while maintaining stable service quality, and increased the successful specialists' visit rate by 26%.
- Improved the design system for multiple platforms, allowing customers to experience seamless transition between platforms and 15% faster implementation of new functionality by developers.
- Collaborated with cross-functional teams (PMs, R&D) to ensure consistency and high-quality user experience throughout all product touchpoints, working on 3 projects simultaneously.

Head of Product Design, CEO, Founder, 2010 — 2022, User House, Moscow, Russia

- Assembled, trained, and led a cross-disciplinary team of UX/UI designers and researchers (20+ employees in total), successfully completing over 200 projects for the world's and Russia's largest companies (with a total of 100M users).
- Developed and implemented methodologies for creating cross-platform interface designs and design systems based on the results of usability research and business requirements.
- Established a mentorship program within the company, fostering knowledge sharing and skills development, leading to a 35% increase in employee growth and nurturing 5 emerging leaders.
- Facilitated transparent and effective communication between designers, researchers, and other key stakeholders, working with a team of 15 people.
- Demonstrated leadership in ambiguous and rapidly changing project conditions, confidently making decisions, leading to the successful launch of 10+ new products.

Principal Product Designer, Co-Founder, 2008 — 2014, Automotive Startup, Russia

"AutoPOI" is a platform with 1M MAU, connecting automotive companies with car owners for purchases and services.

- Formulated and implemented UX Strategy & Vision based on big data, which allowed doubling MAU for 6 consecutive quarters.
- Initiated and conducted regular stakeholder meetings to promote understanding and support for strategic UX initiatives, advocating for a user-centric culture.
- Introduced a continuous user research process, ensuring the team stayed informed about current user needs, resulting in 25% faster product adaptation to meet user demands.

Product Designer, 2006 — 2008, Usethics, Moscow, Russia

- Designed and implemented a new design system for Consultant Plus (200,000+ customers), leveraging usability testing insights to reduce average problem-solving time by 15%.
- Created the trading terminal interface for Moscow Exchange (400,000+ clients), ensuring seamless access to financial tools and improving user efficiency.
- Conducted 50+ interviews and usability tests, uncovering critical user issues and proposing design solutions that improved product performance.

EDUCATION

Applied mathematics, Master of Programming

Moscow Aviation Institute
Moscow, Russia

SKILLS

Strategic UX Leadership,
Stakeholder Engagement & Collaboration,
Leadership and Mentorship of Design & Research Teams,
Data-driven Decision Making,
Cross-Functional Collaboration,
Advocacy for User-Centric Culture,
Problem Solving & Critical Thinking,
Product Research Methodologies (Qualitative & Quantitative),
Data Analysis,
Agile & Jira,
Design Systems

Design

Figma / Sketch / InDesign / Photoshop

Code

HTML / CSS / SQL / Python