



Alexander Tereshchenko

Product Designer

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◆ [chereshna.net](#)

About Me

- Creative and passionate **Product Designer** with over **10 years** of professional experience in the design and development of web and mobile applications in areas such as E-commerce, Fin-tech, Construction, etc. for Web, Android, iOS and platforms PWA.
- I always strive to apply best practices to ensure that the experience is as simple, intuitive and enjoyable as possible. Quick learning, excellent multitasking skills and the ability to quickly find a common language allow me to quickly and successfully work on various projects.

Education

- ◆ **Bachelor's Degree in Applied Mathematics and Computer Science**
Yaroslavl State University 2016
- ◆ **Courses on computer graphics, publishing systems and web design**
State Academy of Industrial Management 2016
- ◆ **DesignSpot School Educational Program. UI/UX Designer, 2nd phase**
EPAM Systems 2018
- ◆ **Google UX Design**
Coursera 2021

Навыки

- ◆ Figma, Sketch, Adobe Family
- ◆ CSS, Html, JS
- ◆ Material Design, HIG
- ◆ Creation of design systems
- ◆ 3D (Blender)
- ◆ Responsive Design
- ◆ Design methodologies
- ◆ Product approach
- ◆ Research and analysis
- ◆ Visual design

Alfa-bank *Apr 2024 – now*

Product Designer

Support and work on the website alfabank.ru with over 1.5 million visitors per day

- ◆ Close collaboration with the Product team: Studying business metrics and customer needs, analyzing page metrics (Yandex.Metrika, Superset), formulating hypotheses, and conducting over 20 experiments to improve CR1
- ◆ Redesign of all critical pages in my department
- ◆ Studying best practices and shortcomings of similar products, mapping the customer journey, and formulating problem-solving hypotheses together with the product team
- ◆ Creating prototypes for usability tests, conducting customer interviews and surveys to uncover new insights
- ◆ Building layouts based on Alfa-Bank's design system, as well as creating new components and documenting them
- ◆ Conducting reviews of other designers' website solutions
- ◆ Exchanging layouts with developers, performing design reviews of development outcomes, and compiling feedback lists for developers
- ◆ Responsible for creating and maintaining the process of transferring layouts to content managers
- ◆ Developed a Figma plugin from scratch for text compliance with the website's editorial policy. Contributed to other products supporting designers' daily work, both in design and code: a Telegram bot with schedules and a widget for design checks

SMP Bank *Jul 2022 – Dec 2023*

Senior Mobile Designer

Work on updating the current mobile banking application (Android, PWA). Creation and support of a design system for a mobile bank. Redesign.

- ◆ Formation of a clear structure and purity of projects in Figma for their better readability and perception by analysts and developers - speeding up the process of transferring layouts and their layout
- ◆ Writing a guide for creating new layouts, tasks and creating a clear work process between designers and development. Laying the foundations to more quickly teach newcomers how to interact with space
- ◆ Carrying out redesign: communication with business, analysis of needs and competitors, research of prototypes on users, creation of concepts and their presentation, transfer to development.
- ◆ Creating a design system in Figma and writing guides on using components and elements in layouts
- ◆ Creating a dark theme based on a design system and tokens

Akvelon Inc. *Mar 2021 – Apr 2022*

UI/UX Designer

Work on mobile and web applications for internal projects and clients. Marketing and printing materials for the company's internal needs

- ◆ Design and implementation of user interfaces for web and mobile applications for Russian and international companies, including the use of design systems or ready-made ui-kit. Implementation of a dark theme;
- ◆ Creation of a mascot, SMM materials, office magazine, 3D illustrations for internal projects on social networks. In total, more than 20+ creative projects.
- ◆ Creation and layout of a website on Tilda for the Yaroslavl office from scratch.

Projects

- ◆ [Data Migration Assessment Toolkit \(Web\)](#)
- ◆ [Pulsenmore \(Android, web\)](#)
- ◆ [Bitbuckler for Bitbucket \(Android\)](#)
- ◆ [Beam Playground \(Web\)](#)
- ◆ [Tour of Beam \(Web\)](#)

Freelance *Nov 2010 – present*

Product & UI/UX Designer

Participated as a designer in various projects in the field of real estate, construction, entertainment, business, etc. He developed websites, services and their mobile versions and mobile applications for a total of more than 50 projects.

Dota 2 Helper

RuStore: [Dota 2 Helper](#)

Pet project: Creating a mobile app for Dota 2 beginners

- Completed all stages from idea to release: defining goals and objectives, market research, user research, creating a roadmap, designing, developing, testing, and publishing in the store

KEEPRISE

[keeprise.ru](#)

KeepRise is a flexible and transparent pricing system for retail chains and industries

- Collected and analyzed the requirements of the client represented by the CEO and analyst
- An analysis of the current system screens was carried out and a clear system for maintaining layouts and design tasks was built
- Transferring layouts to developers in an understandable way
- Carrying out redesign and implementation of new principles for constructing layouts. Start of creating a design system.
- Managing and reviewing the work of a junior designer

TopMarket

[top-market.ru](#)

Full-cycle B2B marketplace

- Managing and reviewing the work of a junior designer
- Gathering and analyzing client requirements