

Andrei Vasilev

PRODUCT DESIGNER

WORK EXPERIENCE

Platinumlist / Senior Product Designer

UAE, Mar 2025 - to present

A leading event ticketing platform in the UAE and other countries.

- Led the complete **redesign and rebranding of the mobile app** to migrate users from the website and turn the app into a convenient service for discovering local events
- Completely redesigned the purchased tickets section and added a «Smart Tickets» feature (dynamically updating QR codes). This was an app-exclusive feature that became the main driver for new app downloads
- Increased the mobile app usage share compared to the web version **from 14.7% to 47.3% in one year**
- Achieved a 4x growth in Daily Active Users (DAU) for the iOS app, scaling from ~30,000 to over 120,000
- Increased average session time in the app by 25% and improved the retention rate through personalized event feeds

Intoflow.ai / Designer & Frontend Developer

Side project

An AI-platform that automates the full UX research cycle, replacing weeks of manual recruiting, interviewing and analysis.

- Owned the product vision and designed the entire UX/UI from scratch.
- Vibecoded the complete frontend independently using AI-tools to make it a working product
- Built it for my team to run fast ux-research

Meds Digital / Design Lead

Jun 2023 - Mar 2025

Developer of SmartMed, a telemedicine superapp providing nationwide access to medical services, including AI mental health support, appointments health tracking, and more

- Managing over 10 projects for patients and doctors, and established a new branding for the application
- **Built design processes from scratch**, reducing time-to-market by approximately 20-30%
- Implemented a design review process, A/B testing, and integrated UX-writers and researchers into the design workflow
- Organized monthly demos, retrospectives, one-on-one sessions, and other team rituals which significantly improved the design quality and reduced the number of errors

The products that I designed:

Doctor's appointment app

Mental Health Support – AI chat

Medical Test Guidebook

Patient history summarizer – AI tool for doctors

ABOUT

Hey, I'm Andrei. Product Designer with 7+ years of experience in creating and maintaining design systems and building design processes from scratch in startup environments. Possess strong leadership in managing, developing, and inspiring a team of 11 product designers. Expert in translating business needs into impactful, user-centered design solutions that enhance user satisfaction and drive business success.

I'm very comfortable moving between high-level strategic thinking and detailed interaction problems, connecting the dots between organizational strategy, products, services, and interfaces.

Proven track record of leading and scaling design teams, defining the product design process, and mentoring designers across the product development lifecycle.

SKILLS

AI & Prototyping:

Claude Code, Krea, Recraft, v0 (Vercel), Midjourney, Cursor.

Leadership: Strategic vision, decision-making and communication skills, adept at building and motivating high-performing teams, conflicts resolution, fostering creative freedom. and collaborating cross-functionally to achieve organizational goals

Collaboration: Communicative, Facilitating design review/critique. Self starter. Detail oriented. Flexible

Design:

Wireframes - Mockups - UI Design - User flows - Style guides and pattern library - Building and managing a Design System

Research: Task analysis and persona hypothesis. Cognitive walkthrough, A/B testing. Tracking and analyzing user behaviour and interaction using

LANGUAGES

Russian: Native, English: B2.

CONTACTS / LINKS

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Eapteka / Senior Product Designer

Oct 2020 - May 2023

A leading Russian online pharmacy, ranked second among the top three largest remote pharmacy ordering services.

- Redesigned the Sber Eapteka mobile app, improving the homepage, authorization process, cart, and checkout, which reduced abandoned carts by 40%.
- Increased the conversion rate for adding items to the cart by 19%.
- Reduced monthly losses from expired items by 7%.
- Led the redesign of the courier app, conducted usability tests with couriers, and presented the concept to stakeholders.
- Developed courier incentive mechanics and smart route functionality, increasing order fulfillment rates by 28%.

Photlex / Head of Design, Product owner

May 2019 - Jul 2022

Led the development of my own project, Photlex, an online platform for booking photo shoots.

- As both product owner and designer, assembled a full-stack team of 5 members.
- Designed, tested, and successfully launched applications for Android and iOS, along with the web version and admin panel.

Alivio, Mexico / Product Designer

2022

A B2B marketplace for independent brands of exclusive beauty and health products in Mexico.

Developed the design concept, created the project's brand identity, and successfully presented solutions to stakeholders.

UxArt / UX-UI Designer

November 2018 — November 2020

While working at the studio, I gained experience in creating startups and establishing design processes from scratch. I participated in the development of many projects, including FoodRocket, Alivio, VantaAI, Vanta Education, SportSpot, Medvusa, Easy, and I worked on the design system for Famiry.