

Alexey Primechaev

Portfolio

alexeyprimechaev.com/portfolio

Contacts

Email leks@lekskeks.com
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Skills

Design

Figma, Sketch, Photoshop

Prototyping

Built dozens of Figma-based prototypes with complex interactions

User Research

Designed and participated in several user interviews
Conducted qualitative and quantitative tests

Programming

Swift, SwiftUI, UIKit,
Web Stack

Languages

Russian Native, English C2

Education

MA Digital Product Design

Higher School of Economics

BA Business-Informatics

Higher School of Economics

Work Experience

Open Broker

Senior Product Designer

Sep 2021–Aug 2022

Managed design for 'Products and Services', raising user satisfaction from 82% to 91%

Guided a team of 3 product designers ensuring their growth and a coherent design vision

Standardized and formalized design handoff, reducing revisions from 3+ to 1 meeting

Open Broker

Product Designer

Apr 2020–Sep 2021

Involved in product development from hypothesis to impact evaluation

Led redesigns, boosting discoverability by 35% and retention by 25%

Developed a multi-paradigm design system from scratch

Worked on a mobile app, enhancing time to goal by 40% and task completion by 15%

LEKSKEKS

Co-founder

Dec 2017–Present

Launched mobile products to 30K+ downloads, 1K+ MAU without ads

Managed design, coding (Swift, SwiftUI, UIKit, HTML), analytics, ASO

Developed apps featured on App Store, Hackernoon nominee, ProductHunt #5 Product

Sberbank

Product Designer

May 2019–Sep 2019

Designed an internal tool for monitoring and managing employee productivity

Awards and Honors

Speaker • Raiffeisen Design Conf

Oct 2020

Attendee • AMP Conf 2019

Apr 2019

Winner • Hack & Change hackathon

Jan 2019

Business, Development, UX/UI section