

# ALEKSEI MATVEEV

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London, United Kingdom

[Portfolio](#), [LinkedIn](#)

## SENIOR PRODUCT DESIGNER

A Data-Driven Product Designer with 7+ years of experience based in London. I've provided B2C/B2B product lifecycle (end-to-end) from strategic planning and concepts to mechanics implementation and sustainable innovation at AI/AR startups and Fintech companies to improve customer experience and business value.

**A visa to work in the UK is not required. UK Global Talent (Tier 1).**

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## WORK EXPERIENCE

**ZERO10, Inc. (New York, US)                      Senior Product Designer                      03.2022 - Present (1 yr 7 mos)**

ZERO10 is a company developing realistic digital clothing fitting experiences based on proprietary AR technology for innovative products available worldwide.

- Attained a **42% conversion increase** in AR Mirror photo capture on Coach New York, Tommy Hilfiger London, Tommy Jeans London and Viva Technology France projects by implementing a simplified camera activation scenario and subsequent photo sharing to the client's device via an iPad controller.
- Impacted the growth of digital item previews **by 1.7x to 18.2%** and conversions to content saving **by 3.1x to 13.6%** by optimising internal navigation by combining collections and items.
- Increased **2.35x** the conversion to enable real-time try-on free shooting **from 7% to 16.5%** by reworking the visual and tactile interactions after reviewing feedback from the production team and user-published content proving the non-obviousness of the functionality.
- Increased **3.5x from 26.9% to 95.2%** conversion rate in body detection from a photo added by a user in photo try-on, by developing a warm-up flow to understand the correctness of the uploaded data, based on the tool's popularity score and low rates at the end of its funnel.
- Secured a **40.8% conversion increase** to fitting clothes by photo by researching job stories and implementing a functional selector to make both real-time and photo try-on equally accessible.

**Prisma Labs, Inc. (California, US)                      Senior Product Designer                      10.2020 - 03.2022 (1 yr 6 mos)**

Prisma Labs is the parent company of Prisma and Lensa, two of the world's largest AI-powered photo and video editing apps for millions of users globally.

- Headed the development of a cross-platform video editor with AI features that automated content processing, reducing **up to 30%** in time costs, and generated compositions based on music tracks, increasing the number of possible templates to use.
- Attained a **record of \$100,000** in total revenue per day at Lensa and Prisma by integrating paid functionality and seasonal offers based on user behaviour and analysis of previous offerings.
- Raised Prisma's MAU (Monthly Active Users) **by 1.2x to 570,000** users, by improving the value of the product by updating and testing key interaction points: onboarding, applying and buying styles, settings and help centre.
- Increased Lensa's average revenue per day **by 1.8x to ~\$9,000** by implementing referrals and customer retention techniques by testing over 100 hypotheses and conducting over 30 successful cross-platform A/B/n and MVT (Multi-Variable Testing) tests.
- Developed a F.A.Q. centre in Lensa that exceeded **3,000,000 requests** in the first month after implementation, through analysis and categorisation of questions from users, and their feedback along the iterative production path.

**VTB Bank, PJSC (Moscow, Russia)                      Lead Product Designer                      05.2020 - 10.2020 (6 mos)**

VTB Bank is the largest bank in Russia, formerly available in Europe, Asia and Africa, and ranked among the world's top 100 banks by capital size, FT Global 500, FT Europe 500 and FT Emerging 500.

- Increased conversion to complete LLC registration **by 3.9x to ~5,300** applications per month and IE **by 5.6x to ~14,000** applications by analysing in-depth interview sessions and adjusting data completion forms to move through the steps faster.
- Increased **2x the number of visits** from mobile devices by testing a variety of hypotheses for adapting scenarios and simplifying interactions in the product.
- Led a team of product designers, teaching analytics and research, as well as conducting design reviews and competency assessments to improve the quality and productivity of the department.

- Facilitated the development of the Admiral banking design system and its subsequent symbiosis with the system from Pinkman Studio as the lead department for creating and integrating components required for B2B products.
- Coordinated external contractors from McKinsey & Company to develop goals and approve requirements of ongoing research such as UX/CX audits, in-depth interviews and usability tests.
- Organised debugging of business processes through interaction of key stakeholders: Business Leads, System Analysts and Product Managers to automate the customer registration process.

**Linkmuse, LLC (Moscow, Russia)                      Lead Product Designer                      07.2018 - 04.2020 (1 yr 10 mos)**

Linkmuse is a company that developed a communication platform for candidates and agencies in the arts and media industry.

- Orchestrated the rebranding of the product to scale and develop marketing materials, as well as received **over 80%** positive feedback from users on the new brand identity.
- Increased registration start conversion **by 2.5x to 9.2%** and registration completion conversion **by 3.5x to 3.6%** by building a CJM to analyse usage scenarios and optimising existing authentication logic.
- Impacted the growth of traffic to users' accounts **by 3x ~6,400 to ~19,200** views per week by redesigning the profile structure to expand the number of professions and communication opportunities.
- Increased **3x to 61.3%** conversion rate in creating customer castings by conducting comprehensive research with personas, in-depth interviews and A/B/n tests to further prioritise data when publishing and implementing simplified response cards when comparing them.
- Secured a **76% increase** in traffic by researching client needs to design a minimum viable mobile version of the product to meet the users' core tasks, taking into account the team's resource constraints and the company's growth strategy.
- Led the design process and design team, overseeing end-to-end development, design library integration and pattern systematisation.

## EDUCATION

**Recently taken courses:** Accessible Design by A11Y Collective (09.2023),  
UX Design Professional Certificate by Google (Pending).

**Volgograd State Technical University                      Bachelor                      09.2016 - 07.2020 (4 yr)**

Degree in Informatics and Computer Science with a focus on Programming, Data Algorithms and Structures, Distributed Computing, and Mathematical Methods of Data Analysis.

## RECENT PUBLICATIONS

<a href="#">How we made life easier for support or why F.A.Q is useful</a> (2.1k views)	<b>01.2022</b>
<a href="#">The process of verifying users in the talent search service</a> (1.2k views)	<b>01.2022</b>
<a href="#">Updating remote business registration in the bank</a> (1.1k views)	<b>01.2022</b>

## VOLUNTEERING

**6nomads, Inc.                      Design Expert                      12.2018 - 12.2019**

Held interviews and mentorship sessions with users, helping them get hired at digital companies. Reviewed candidates for different tech companies, connecting talented designers with strong teams.

## KEY COMPETENCIES

**Skills:** Product Design, UX Design, UI Design, User Journeys, Prototyping, Design Systems, DesignOps, Design Thinking, Design Patterns, UX Research, Usability Testing, Interaction Design, Design Management, Art Direction, Mixed Reality (AR/VR).

**Tools:** Figma, Sketch, Rive, Principle, Miro, Axure, Balsamiq, OmniGraffle, Jira, Notion, Amplitude, Adobe Creative Suite, HTML, CSS, JS.

**Achievements:** UK Global Talent, Winner of Telegram Contest.

**Language:** English (B2 Upper Intermediate), Russian (Native).