PRODUCT DESIGNER

Alexander Petrovsky

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EXPERIENCE

UX Product Manager, Product Designer · BidSwitch, Iponweb Inc.
Dec 2019 – Present

BidSwitch is an AdTech product that enables advertising demand and supply to be more efficient with their infrastructure, at scale (550+ billion bids per day). My role was to set up the transition to a scalable UI system, dropping legacy UI components and fixing processes inside the team. In a year's time we have reached the goal that the company tried to reach during three previous years. This included:

— Feedback collection from stakeholders, product managers and support team to identify and action on pain points.

— Set up the component analytics process, which made possible to automate tracking of user actions and reduce support costs.

— Worked closely with Product Managers, Solution Engineering and Client Services teams to create new Deal Management UI. Created Product Requirements and UI designs for the feature. Led clients demos to validate and prioritize the initiative.

— Lead the dev team, to raise the quality and speed of implementation, fix communication issues inside the team.

Product Owner, UX Lead · Iponweb Inc.
Dec 2017 – Dec 2019

Iponweb is a world leader and pioneer in AdTech. It's the technology company behind more than 150 media trading platforms globally. In collaboration with development, product and client services, I've built a flexible UX framework of u-Workflow – a product that powers the management of SSPs, DSPs, DOOHs, BEEs and programmatic TV. This framework was used to build 40+ client projects. It provided the needed flexibility and speed of scaling, to source the ever-growing range of client needs.

Product Design Lead, Product Lead · Bookmate Ltd.
June 2013 – Nov 2017

Bookmate is a subscription-based book reading service with a social layer. It's available across mobile and web. Bookmate has more than 9 million readers and a catalogue of over 650,000 books in 15 languages.

— Set up and led the product design team.

— Created a scalable design system that covered all supported platforms: iOS, Android, WM and Web App.

— Scaled service coverage from ebooks only to ebooks, audiobooks and comics.

— Designed and implemented a social layer to facilitate generation of UGC and user interactions.

— Scaled language coverage from one language app to multilingual experience.

— Built a holistic reading experience for all platforms.

Senior Product Designer · OneTwoTrip Ltd.
Nov 2015 – May 2016

OneTwoTrip is now one of the largest online travel agencies in Europe. Over 100 employees work for OneTwoTrip in 6 countries. OneTwoTrip is listed in Forbes Top-30 of Russian Internet-companies(2016).

— Delivered the launch of mobile apps, from a product design standpoint. Designed holistic guidelines that covered core services: Flights, Hotels, Trains. Platforms: iOS, Android, WM, mobile web.

SKILLS

Interaction Design
Visual Design
User Research
Design Research
Lo/Hi Fidelity Prototyping
Usability Testing
HTML/CSS
Information Architecture
Systems Design
Cross Platform Design
Agile, Scrum

TOOLS

Sketch / Figma
Adobe Suite
After Effects
Origami
Zeplin
Invision

LANGUAGES

Russian (Native)
English (Fluent)

EDUCATION

Higher Academic School of Graphic Design (ICOGRADA Education Network), Moscow
Class of 2010 – 2013
BA degree, Graphic design

Russian State Technological University, Moscow
Class of 2004 – 2009
MA degree, Automatic Control and Systems Engineering, Faculty of Space communications