

Ivan Aleksieiev

Product Designer, UX/UI, Design Lead

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Entrepreneurial Digital Product Designer / Lead with over 10 years of experience in the digital design realm. Proficient in designing intricate web applications for B2B, B2C and B2B2C sectors. Adept at bridging user desirability, technical feasibility, and business viability. Skilled in design, user research, usability testing, and code (beyond HTML and CSS).

Experience

Senior Product Designer

Huma

Healthcare, Pharma, Enterprise B2B
Apr 2022 – Present

- Led design and research initiatives for a SaMD Class IIb regulated companion app for rare disease patient management.
- Established a research data knowledge base and collaborated extensively with diverse, multidisciplinary teams.

Product Designer / UX

Adnami

Advertisement, B2B
Sep 2021 – Mar 2022, Contractor

- Oversaw a comprehensive platform redesign for high-impact advertising, benefiting 1000+ brands across multiple countries.

Senior Product Designer / UX

Trackwork

Music copyrights, B2B
Oct 2020 – May 2021

- Collaborated closely with the executive team, undertaking responsibilities as a product designer, business analyst, roadmapping and strategy thinking, also replaced functions analogous to a project manager, while also focusing on tech research and innovative initiatives.

Senior UX/UI Designer

Bekey A/S

Access control platform, IoT
2017 – 2020, Contractor

- Spearheaded the redesign of an access control platform, transitioning from tech-centric to user-centered design principles.
- Designed iOS/Android mobile applications for access management.

Senior UX/UI Designer

TransferRoom

Football digitalisation, B2B
Mar 2018 – Dec 2019

- Designed applications for top-tier football clubs and crafted design system with many intricate UI components.
- TransferRoom “speed-dating app” was widely highlighted on the press including Guardian, NYT, The Sun.

UX/UI Designer

Freelance

Different companies

2014 – 2018, Freelance

- Worked on complex SaaS products for educational platforms, call-centres solutions (used by US airlines, hospitals, banks), stock management platform for Nordic leading investment bank.
- Created tons of websites for different local businesses in Australia, US and Europe.