

Alexey Volkov

Design Director with over 17 years of experience in digital product and branding

Moscow, Russia
ima9ic@gmail.com
+7 965 2885617

I have built large IT businesses and startups, worked in leading studios and agencies, and have been involved at every stage of company lifecycles. My experience spans fintech, blockchain, dating, media, and BI systems. I develop design strategies, build and grow strong teams, and create flexible, scalable, and user-friendly systems. I design innovative products with no analogs and create unique visual concepts. I am a "playing coach" guided by the principles of "servant leadership" and a fan of continuous development.

August 2023 –
April 2024

Home Credit Bank · Design Director

Oversaw product and communication design during the smooth rebranding of two brands and the redesign of the flagship product for daily banking audience expansion.

- Developed the design strategy.
- Reduced TTM, improved motivation and quality by implementing product processes.
- Restructured the team from a design studio to feature teams, totaling 15 members.

July 2021 –
January 2023

Blanc Bank · Head of Product Design

Developed product design in a neo-bank for entrepreneurs, with a "flows" and "smart rules" system.

- Achieved target market share and break-even point in 1 year and 7 months.
- Launched the web cabinet in 4 months and matched competitors' functionality in 9 months.
- Implemented branding on 4 products as a unified adaptive design system.
- Created a competency map, hired top designers, and established cross-team processes.

June 2020 –
July 2021

Tochka Bank · Head of Design

Led design for Tochka XS, a startup for young entrepreneurs who prefer simple financial management.

- Launched 37 features on iOS and Android post-MVP, created a detailed UI kit.
- Introduced design reviews, front reviews, daily stand-ups, and retrospectives.

June 2019 –
June 2020

Rocketbank · Principal Designer

Launched two new products in a renowned Russian fintech company.

- Launched the "Smart Account" service as a hypothesis test for an investment app, attracting >3% of active clients in 2 days. The service was replicated by all major Russian banks.
- Developed the bank's B2B flagship product — a merchant admin panel for the loyalty program.

April 2018 –
May 2019

Primalbase · Principal Designer

Launched and developed an international coworking network on crypto, providing passive income to token holders and allowing renters to book spaces at ultra-low prices.

- Reduced MVP development time to 3 months by advancing the front-end idea on material design components and simplifying KYC through offline processes.
- Tripled bookings and increased token value by 320% through post depth-interview improvements.

June 2017 –
April 2018

Storia · Head of Design

Developed a media-blogging platform with an audience in Turkey, Brazil, the USA, and Russia.

- Increased registrations and conversion from readers to authors.
- Enhanced design and development quality by implementing UX tests and front reviews.

- January 2017 – May 2017 **Slemma · Principal Designer**
Updated the product and helped raise 2-nd round of investment for a BI startup competing with Google and Tableau. Simplified navigation, onboarding, daily flow, and added several new features.
- October 2012 – January 2017 **Mamba · Design Director**
Created the entire mobile segment for Russia's largest dating service and supervised rebranding.
- Launched apps on iOS, Android, and Windows, and improved desktop and mobile web versions.
 - Launched 5 niche lean startups, one of which reached the top 5 in the dating category in app stores.
 - Introduced persona-based design, UX and A/B tests, design and front reviews, and promoted UI animation and icon repository implementation.
- February 2011 – October 2012 **ADV Web Engineering Co. · Art Director**
Led the design department in a top-3 RuNet agency. Developed service and promo sites and branding. Clients included Samsung, Yandex, X5 Retail Group, Kaspersky, Federation Council, MICEX, and Alrosa. Planned budgets and resources, presented concepts, won tenders, worked with outsourcing, set tasks, controlled deadlines and quality, and developed the design community.
- July 2009 – February 2011 **Art. Lebedev Studio · Lead Designer**
Created world-class designs in the top RuNet studio. Launched 9 projects including intranets, catalogs, promo, and corporate websites, mastering design concepts, infographics, typography, photography, and 3D.
- December 2007 – June 2009 **Dextra · Web Designer**
Developed website designs and graphics in a leading internet agency in Chelyabinsk. Authored several tutorials for designers, with one being completed by hundreds of individuals.
- May 2007 – December 2007 **Ural Company · Head of Design**
Started professional career by launching a web design studio for a business acquaintance, leading a team of 3. Previously gained freelance experience.

Courses and education

- 2021–2022 **Design Workout 200 · Basic art & graphic design education**
- May – June 2020 **Coursera · Internet entrepreneurship. Customer development**
- March – May 2019 **Controforma School · Branding. Courage based on understanding**
- 2003–2007 **South-Ural State Agro University · Economics and management at the enterprise**

Skills

Design management · Leadership · Product strategy · Building processes · Design thinking · Service design · Product Design · Art Direction · Concept development · UX/UI · Design Systems · Branding · Graphic Design · Infographics · UI animation