

Iurii Lukiantsev

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SUMMARY

Product Designer with 8 years of experience in B2B, B2C, two-sided, and enterprise projects, specializing in data-driven UX solutions and diverse visual styles. Developed 4 design systems from scratch. Designed a project for 70 stakeholders, resulting in a 10% increase in metrics such as CTR, and for business leads, resulting in an 18% increase in CES.

Product Designer

November 2024 – Present

CBTlab – *AI-driven LMS startup*

New York (Remote), US

- Built a learning SaaS service from 0–1.
- Developed and launched an MVP of an AI-driven CBT training platform for mental health for cognitive behavioral clinicians.
- Optimized design workflows to establish a solid foundation for team communication.
- Partnered with developers, science consultants, and product managers to ensure effective implementation of both technical and educational aspects.
- Owned communication and full UX/UI design for the learning platform.

Product Designer

January 2022 – January 2024

Korus Consulting SNG – *bank, IT-solutions ecosystem, distributor*

Moscow (Hybrid), Russia

- Designed a media service in a 0-1 environment within 6 months, significantly improving stakeholder metrics, 10% increase in Lead Conversion Rate (LCR) and a 25% increase in CTL.
- Redesigned the media service and its design system based on post-release research results and stakeholders' feedback within 5 months, advancing user engagement.
- Strategized and launched a SaaS Content Management System (CMS) product, optimizing the work of the entire department and reducing costs.
- Spearheaded a cross-department initiative to create two design systems from scratch.
- Collaborated closely with developers, editorial teams, stakeholders, and managers to predict and solve issues.

Product Designer

December 2020 – January 2022

MTS – *mobile network operator, IT-solutions ecosystem, bank*

Moscow (Hybrid), Russia

- Led the design process for SAP CRM, working directly with the stakeholder.
- Increased Customer Effort Score (CES) by 18% by implementing a series of improvements for the VPN as a Service (VPNaaS) based on qualitative data.
- Established a new design system for the VPN service, integrating the corporate design ecosystem effectively.

Product Designer

September 2019 – December 2020

Litres – *publisher, digital book distributor*

Moscow (Hybrid), Russia

- Participated in the collection and analysis of qualitative data, resulting in a series of qualitative enhancements for the entire author flow.
- Constructed a comprehensive design system from scratch cutting costs and improving efficiency.
- Streamlined design processes to elevate communication, overall efficiency, for management.

Product Designer

July 2017 – September 2019

Freemake – *desktop/web apps, mobile apps*

Moscow (On-site), Russia

- Crafted 6 designs for the SaaS mobile music app to optimize placement in various regions' app stores.
- Implemented a series of enhancements for the desktop software aimed at increasing ARPU.
- Contributed to research and decision-making, improving design integration and process efficiency.

SKILLS

UX: Information Architecture, Engineering, Interaction Design, Product Design Thinking, User Interviews, UX Research, User Research, User Testing, Qualitative/Quantitative Data Analysis, Wireframing, Gamification, Storytelling;

UI: Atomic design, Articulation, High Fidelity Designs, Motion Design, Prototyping, Gestalt Principles, Art Direction, Design Standards, Material Design, Apple HIG, Web Content Accessibility Guidelines (WCAG), Interaction, Typography;

Processes: Scrum, Agile, Decision Making, Jobs-To-Be-Done (JTBD), Growth Hacking, Pirate Metrics (AARRR), Audience Measurement, Case Studies, Customer-Focused Selling (CFS);

Tools: Figma, Sketch, Jira, Miro, Principle, Google Analytics (GA), Pendo Product Cloud, Confluence, Adobe Creative Suite/Photoshop/Illustrator/After Effects, HTML, CSS.

EDUCATION

Minin University, BFA, Interior Design – 2016