

EVGENY MISHIN

Product Designer

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Summary

Enthusiastic and driven Product Designer with a passion for creating world-class digital products. I thrive in demanding environments and consistently strive for excellence, always seeking to learn and improve. The password for protected page is "kevelxporto".

Experience

Kevel Porto, Portugal
UX/UI Designer 02/2023 - Present

Kevel APIs make it easy to build custom ad platforms for retail media, sponsored listings, native ads, DOOH, and more. Customers include Yelp, Klarna, Ticketmaster, WeTransfer, Strava, and many more. I lead product design at Kevel.

- Designed UIs within frontend web frameworks, exploiting associated templates and tools to shorten development times (Ant Design and MUI)
- Collaborated with the product team to create to-be scenarios, user flows, wireframes, mockups, and interactive prototypes in Figma
- Conducted user interviews with more than 15 users to better understand user behaviors and usability patterns of the ad platform
- Based on the research, created user personas, and customer journey maps
- Devised site maps and mockups for designs based on proven methodologies and end-user feedback
- Led the website redesign and Webflow Development of kevel.com (redesigned 20+ pages) which led to an increase in loading speed by 28%

Bots & People Remote
Webflow Designer Part-Time 08/2023 - Present

Bots & People is a digital upskilling provider with a mission to banish repetitive tasks and create meaningful work for everyone.

- Developed and maintained a comprehensive library of design assets for easy access and reuse
- Enhanced functionality and appearance of website and repaired functionality issues

ITlogia Remote
UX Design Mentor 02/2023 - 09/2023

ITlogia is an online school for promising and in-demand IT jobs: website development and web design.

- Served as a mentor and advisor for 26 students and provided professional advice and academic support

Finoa Porto, Portugal
Junior UX Designer 05/2022 - 11/2022

Finoa GmbH is a regulated custodian for crypto assets, servicing professional investors with custody and staking.

- Led the design of the Finoa Onboarding Web Application. Collaborated with product managers and engineers to ensure the specifications were met
- Created sketches, wireframes, mockups, and design documentation with detailed descriptions of interactions and workflows for desktop and mobile
- Conducted user testing with 10 users to better understand user behaviors and usability patterns of the onboarding platform
- Used critical thinking to break down problems, evaluate solutions, and make decisions

B2Broker Moscow, Russia
Web Designer 05/2021 - 05/2022

B2Broker is a liquidity and technology provider of solutions for the crypto and foreign exchange (FX) industry.

- Created and maintained UI standards for 5+ websites, which included over 60 pages
- Led the creation of the first Design system with style guides and patterns for websites that reduced technical debt for both designers and engineers and increased consistency and speed of development and QA
- Delivered a variety of marketing material - including brand identity, websites & landing pages, mobile apps, emails, social media posts, banner ads

Education

St. John's University Queens, New York
MPS, Sports Management 01/2017 - 06/2018

Lomonosov Moscow State University Moscow, Russia
BS, International Relations & Affairs 09/2012 - 06/2016

Skills

Soft & Hard:

Adobe Photoshop • Figma • Webflow • HTML & CSS • User Interviews • User Testing • Website Design • Wireframing • UX Research • Product Design • Design Systems • Miro • Fireflies.io • No-code development • Communication Design • CJM • Prototyping • User-centric Design

Languages

Russian Native ●●●●●

English Proficient ●●●●●

French Beginner ●●●●●