Anton Lebedev

Product Design Consultant · B2B Fintech · Compliance Workflows · Design Systems · DesignOps
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SUMMARY

Product design consultant specializing in complex B2B fintech workflows: multi-role permissions, compliance logic, and systems where edge cases are the actual job. I diagnose where friction lives (user, operational, and risk), align Product and Engineering early, and deliver workflows that hold up under real conditions. Background in construction project management and telecom delivery informs a structured approach to DesignOps: intake, prioritization, documentation, and handoff standards that make delivery predictable.

EXPERIENCE

User Experience Designer — Alternative Investment Exchange *Oct 2022 – Nov 2025*
Greater Philadelphia · Full-time

B2B fintech platform. Six user roles, multiple compliance layers, and a product where edge cases aren't exceptions—they're the job.

Joined when the UX function needed structure. No design system. No shared rhythm between Design, Product, and Engineering. Decisions getting lost between conversations and tickets. Edge cases surfacing in QA instead of discovery.

→ **Design system from scratch in Figma,** aligned to engineering's component library. Throughput up ~50%. Late-stage rework eliminated.
→ **Subscription workflow redesign.** NIGO rates down to ~1%.
→ **Passive orders table → monitoring and action workflow.** Support tickets from ~40–50/week to ~10.
→ **KYC onboarding redesign.** Time-to-onboard down ~30%.
→ **Design documentation and decision traceability** via GitHub Projects.
→ **Cross-functional operating rhythm:** design/product syncs, dev alignment, intake prioritization, handoff standards.

Managed 10+ parallel initiatives. Led and grew a small design team while shipping continuously.
Left with a system that runs without me.

Product Design Consultant *Jul 2020 – Present*
Wilmington, DE · Self-employed

I consult on product design problems that don't fit neatly into a sprint: B2B workflows with multiple user roles, compliance logic that touches every screen, and systems where edge cases are the actual job. I diagnose where friction lives, redesign the workflows, and leave behind systems that hold up under real conditions.

Recent engagement results:

→ **Design system rebuild** aligned to engineering's component library. Throughput up ~50%. Late-stage rework eliminated.
→ **Subscription workflow and validation redesign.** NIGO rates down to ~1%.
→ **Passive data table → monitoring and action workflow.** Support tickets dropped 75%.
→ **Onboarding flow redesign.** Time-to-onboard down ~30%.

EARLIER CAREER

Project Coordinator — Rullex *May 2020 – Sep 2020*

Cell tower construction, upgrade, and maintenance projects for T-Mobile, AT&T, and Verizon. Prior: construction PM, economics research, software development studies, telecom infrastructure delivery. Four industries where ambiguity kills budgets, breaks timelines, and burns out teams. That's the muscle I bring to product design.

EDUCATION

UX Design Certificate — DesignLab UX Academy *2020 – 2021*

Ph.D. in Economics — SPbGASU, Russia *2010 – 2013*

M.S. in Engineering — SPbGASU, Russia *2005 – 2012*

SKILLS

Product Design · UX Strategy · Design Systems · DesignOps · Figma · Prototyping · Stakeholder Alignment