Aleksandr Mukhin
Product/UX Designer

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Summary

Product/UX Designer with 5+ years in design and 3+ years shaping B2B SaaS and CRM customer experiences, bridging marketing touchpoints, onboarding flows, and in-product CRM upgrades. Experienced in user research (interviews, card sorting, heuristic evaluation), rapid prototyping in Figma, usability testing (SUS, task success, time-on-task), A/B testing, and scalable design systems.

Skills

Design System	Component library	Usage guidelines	Consistency	CRM/SaaS (web-based)	Auto-layout	Front-end awareness

Wireframing	Figma Variables & Tokens	Components & Patterns	Accessibility	Usability Testing	Developer Handoff	CJM

Experience (Last 3 places)

Webflow Developer / Web Designer — Embacy | Oct 2024 – Present
* Launched 15+ startup sites/LPs.

- **End-to-end delivery of marketing sites and landing pages for startups.** Built responsive Web UIs in Webflow from Figma specs; typical Lighthouse 90+ (Performance/SEO/Best Practices) with an a11y baseline and SEO fundamentals (structured content, meta, clean markup).
- **Design ownership when needed.** Stepped in as the UI designer on resource-constrained projects (wireframes → hi-fi) to keep timelines on track, evolving the UI kit and mapping semantic colour tokens to enable a scalable dark theme with minimal overrides.
- **Feasibility consulting:** Advised on feasibility (Webflow/CSS/JS), validated performance-safe interactions, and delivered implementation guidelines, streamlining handoff and reducing rework.

Data Driven Designer — Monks | Dec 2024 – May 2025

- **Research-informed Redesign.** Led a research-informed redesign of Persona.Flow focusing on transparency & interpretability (Double-Diamond + Value-Sensitive Design). Ran 6 evaluation stages with N=39 (card sorting, corridor tests, think-aloud, task scenarios, A/B, final validation).
- **Shipped transparency patterns and reusable UI for complex data:** provenance cues, insight/accuracy banners, progressive disclosure, standardised dashboards (List/Group/Insights/Saved) and comparison views (heatmap, radar). A/B tests: clarity +1.9–+2.2, trust +0.9–+1.4, with fewer errors and faster tasks.
- **Collaboration.** Partnered with creative technologists to define data rules that make insights interpretable: embedded short statements (MiniLM) + k-means with silhouette/ARI checks; supermajority thresholds to label Facts (≥75%) vs Assumptions (≥50%).

UX/UI Designer — Kommo | Mar 2024 – Oct 2024

- **Product UX for B2B CRM.** Improved CRM upgrade flows in Figma; SUS 65→80 and –15–30% avg. task time.
- **Design System.** Extended Figma Variables / Design Tokens and the component library (modal windows, notification banners) to keep the CRM UI consistent and scalable.
- **Research & Testing.** Identified inconsistent upgrade patterns, analysed ~110 plan-related support tickets/month with PM, explored 5 UI approaches and introduced plan colour-coding. Validated via 3 hallway tests + A/B; users identified the required plan ~40% faster.
- **Delivery & Handoff.** Proposed a minimal-change implementation (reusing existing CSS classes + a lightweight wrapper) to fit the current architecture and reduce dev risk, balancing UX quality with business goals while collaborating daily with frontend and PM.

UX/UI Designer — BWDS | Oct 2022 – Present

- **Team leadership & mentoring.** I mentor and guide designers working on web and UX/UI projects, ensuring design quality, consistency, and efficient handoff for development in Webflow.
- **End-to-End Design.** Worked on discovering and developing design concepts, and creating and implementing designs for corporate websites and web platforms – including responsive layouts and, when needed, Webflow development.

Soft skills

Communication	Cross-functional collaboration	Empathy

Problem-solving	Open-mindedness	Time-management

Tools

Figma	Sketch	Miro	VS Code	Adobe CC (Ps, Il, Ae, Id)

HTML	CSS	Webflow	JIRA	Notion	Slack	AI

Education

Web designer for usability, UX designer
Design foundation | Feb 2022 – Jul 2022

Ultimate Figma Masterclass
Designership by Michael Wong | Jan 2022 - Apr 2022

Master's degree in Data driven design
HU University of Applied Sciences Utrecht | 2024–2025

Bachelor's degree in advertising and public relations
Peoples' Friendship University of Russia

Languages

English - B2 (IELTS certificate)
Russian (Native)
Spanish - A2