



# Aleksandr Mukhin

## Product Designer

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[Portfolio](#)

### Summary

Strategic Product / Digital Designer with 5 years of experience designing interface-heavy B2B SaaS and CRM products. Focused on translating research signals and business goals into scalable UI systems, complex workflows, and clear product decisions. Strong in workflow UX, strategic research synthesis, and system-level thinking. Experienced in building and evolving design systems, documenting patterns, and collaborating with product, engineering, and stakeholders.

### Skills



### Experience (Last 4 places)

#### Webflow Developer / Digital 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 ally 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.
- Website UX:** landing pages, product/plan comparison patterns, support/self-service journeys, performance-aware UI
- Experimentation:** usability testing + A/B tests, funnel thinking, qualitative + quantitative feedback

#### 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%).

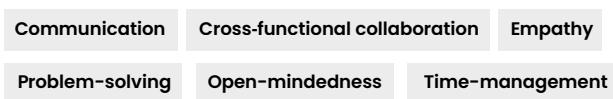
#### Product designer – [Kommo](#) | Mar 2024 – Oct 2024

- 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](#) | May 2022 – Jan 2026

- 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



### Tools



### Education

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

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

**Ultimate Figma Masterclass**  
Designership by Michael Wong | Jan 2022 – Apr 2022

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

### Languages

English – B2 (IELTS certificate)  
Russian (Native)  
Spanish – A2  
Eligible to work in the Netherlands (Orientation Year – Zoekjaar)