

Alexander Savchenko

SENIOR PRODUCT DESIGNER · UI/UX · DESIGN SYSTEMS · 0→1 · GROWTH DESIGN

Product Designer with UK Global Talent Visa and 6+ years in senior roles, leading growth and 0→1 design. 11+ years total in B2C web and app products across fintech, telecom, real estate and startups. Strong track record in driving impact, scaling teams and aligning design with strategy.

Portfolio: alexsavchen.com · LinkedIn: linkedin.com/in/sunnyzlo · Email: alexsavdesign@gmail.com

WORK EXPERIENCE

Senior Product Designer at Worldpay, London (via Adecco), May 2025 – Present

- Design system development to boost team efficiency & consistency.



Lead Product Designer at Domclick, Jul 2022 – October 2023

- Led UX of homepage and core screens for top real estate platform on web and mobile.
- Collaborated with 20 product teams and Design System to structure the homepage.
- Increased key conversion rates by 8% through usability studies and A/B testing.
- Solved 30+ sales issues with global search, AI assistant and personalised features..
- Drove a 15% increase in purchases by revamping the Residential Complexes section.



Founding Product Designer at Beeline by Veon, Jan 2021 – Jul 2022

- Designed an award-winning pet app, reaching 100K downloads in 6 months.
- Optimised onboarding, increasing registration rates by 2.5x.



Lead Product Designer at Beeline by Veon, Aug 2018 – Jan 2021

- Led B2C web design for a telecom serving 50M customers.
- Launched Sharing Everything Bundle, growing customer base by 11%.
- Established a design system, cutting product costs by 4x.
- Overhauled the B2C website, leading a team of 6 designers.



Product Designer at Beeline by Veon, Jan 2013 – Aug 2018

- Redesigned high-traffic interfaces, boosting sales by 9%.
- Revitalised Convergent Tariffs, doubling new connections to 1M in 5 months.

VOLUNTEERING

 **Design Mentor** at Adplist.org, Jul 2022 – Present

Mentored 80+ sessions, ranked in the top 10% of a global mentor community.

b Design Lecturer at The British Design School, Nov 2022 – Jan 2023

Taught an intensive UI/UX course on text integration and onboarding design.

EDUCATION

 **Bachelor** at Moscow Aviation Institute, Radio-Electronic Systems Engineer.

DESIGN AWARDS

Gold Winner in 3 categories at Indigo Design Awards, 2023 · Certificate of Honour from Ministry of Digital Development Russia, 2020

CONTINUOUS PROFESSIONAL DEVELOPMENT

Foundations of User Experience Design by Google · English for IT, Product Design Course by Yandex Practicum · Data Visualization Intensive by Data Laboratory.

SOFT SKILLS

Empathy · Communication · Problem-Solving · Leadership · Mentoring · Collaboration · Strategic Thinking · Stakeholder Management · Presentation Skills

HARD SKILLS

UI/UX Design: Prototyping · Wireframing · Visual Design · UX Research · Usability Testing · Design Systems · Interaction Design · A/B Testing · Design Thinking

Technical Skills: HTML · CSS · Python · Web Analytics · Agile · Product Management

KEY TOOLS

Figma · Adobe CC · Recraft · Miro · Notion · Jira · Confluence · Slack · Zoom · Sketch · Principle · Axure

LANGUAGES

English: Advanced (C1) · **Russian:** Native (C2)

HOBBIES

Technology · AI · VR · Coding · Architecture · Photography · Print Design · Travelling · Birdwatching