

EVGENII ASTAPOV

PRODUCT DESIGNER

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KEY ACHIEVEMENTS

- **Product Designer** with 6+ years of experience delivering 80–90 end-to-end digital products across SaaS, e-commerce, and large-scale public platforms, shaping user-centered experiences for global markets including the US, EMEA, and APAC
- **Led high-impact product and brand initiatives at scale**, redesigning platforms with 1.5M+ users, driving a 21% increase in e-commerce revenue, and delivering award-nominated cultural and enterprise identities through close collaboration with product, engineering, and executive stakeholders
- **Proven design leader and creative owner**, managing and mentoring multi-disciplinary teams (up to 5 direct reports), establishing scalable design systems and workflows, and earning international recognition including Awwwards, CSSDA honors, and 22+ Made on Tilda features

PROFESSIONAL EXPERIENCE

Product Designer (5 direct reports)

New York, NY

Feb 2021 - Present

CAPS Studio

- Delivered 30+ client projects in 2025 and 80–90 projects over the last three years across product design, web design, and brand systems, leading end-to-end visual and UX execution from concept to launch
- Led the visual identity refresh and website redesign for the **Boulevard Music Festival** (Ulyanovsk), a Traveler Awards 2025 nominee in the “**Best Festival or Event**” category, strengthening brand recognition and cultural positioning
- Earned international design awards and recognitions, including 4 Awwwards Honorable Mentions, 3 CSSDA Special Kudos (UI & UX), and 22 Made on Tilda features, reflecting design quality and execution across commercial and product-driven websites
- Coordinated and mentored a cross-functional design team of 2 copywriters, 2 developers, and 3 web designers, serving as the primary bridge between design and engineering and implementing an iterative, feedback-driven delivery process
- Owned product discovery, information architecture, and interface redesign for a nationwide scientific student platform, enabling 1.5M+ user registrations and supporting the selection of 250K+ participants through scalable workflows
- Designed onboarding and participation flows that helped attract, register, and manage 13K+ project ambassadors, improving clarity and operational efficiency across multiple user roles
- Reimagined a legacy design system and delivered a new departmental website for a top-20 SaaS company in Russia, collaborating with a 10-person cross-functional team to establish the foundation for a company-wide design system
- Designed and launched a direct-to-consumer e-commerce platform to shift demand away from third-party marketplaces, increasing sales by approximately 21% within the first three months through conversion-focused UX and visual optimization

Product Strategy Lead

Moscow, Russia

Kudos

Jul 2019 - Jan 2021

- Led company-wide strategy and operations for a service platform, optimizing internal workflows and positioning the business among the top 100 translation companies in Russia by 2021
- Defined and executed market expansion strategy for medical and technical translation services, aligning offering, positioning, and delivery workflows to enterprise client needs
- Partnered directly with international clients including Pierre Fabre, Croda, Orion Pharma, Rohde and Schwarz, and Vietnam Airlines to scope requirements, translate complex constraints, and deliver high-quality outcomes
- Drove end-to-end discovery, process design, and execution across sales, operations, and delivery teams, building scalable systems that supported growth and long-term client relationships

Project Lead

Moscow, Russia

Translink LLC

Sept 2014 - Jul 2019

- Led complex, high-stakes projects for global and national initiatives including the 2018 FIFA World Cup, Krasnoyarsk Universiade, Gazprom, and WADA, coordinating across multidisciplinary teams with high standards for quality and accuracy
- Rebuilt and scaled a 24/7 Translation and Localization operation, designing team structure, workflows, and handoff systems to support continuous delivery and consistent output quality
- Designed and optimized end-to-end operational workflows, improving throughput, predictability, and delivery speed across parallel projects and stakeholders
- Earned recognition as the most productive manager by delivering 360 translation projects within one month through process optimization, prioritization, and performance management

EDUCATION:

Communication Design MPS, Parsons School of Design, New York

2026

Professional Retraining in UX/UI Design, Netology

2024

SKILLS:

Expertise: Product Design, UI/UX Design, Visual Systems & Craft, End-to-End Product Experience Design, User Flows & Information Architecture, Interaction Design, Conversion & Growth Design, Design Strategy, Cross-Functional Collaboration, Design–Engineering Handoff, Iterative & Agile Design Processes, Stakeholder Communication

Design & Prototyping Tools: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Webflow, Framer, Shopify, HTML, CSS, JavaScript, CodePen, GitHub, GSAP, Jitter

AI Tools: ChatGPT, Midjourney, Nano Banana

Product & Collaboration Tools: Jira, Confluence, Notion, Slack, Linear, Miro