EVGENII ASTAPOV
PRODUCT DESIGNER

New York, NY | 347-258-0510 | e.astapable@gmail.com | [LinkedIn](#) | [Portfolio](#)

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. [AI Startup Design Hackathon 2026](#) Winner** for developing an AI-driven startup concept and product prototype
- **Design leader,** 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, Behance featured project**
- **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

PROFESSIONAL EXPERIENCE

Product Designer (5 direct reports) New York, NY
CAPS Studio *Feb 2021 - Present*

- 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**, **5 CSSDA Special Kudos** (UI & UX), and **Behance featured project,** 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
- Reimagined a legacy design system and delivered a new departmental website for a **top-20** SaaS company, 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 a 24/7 Translation and Localization operation, designing team structure, workflows, and handoff systems to support continuous delivery and consistent output quality
- Designed end-to-end operational workflows, improving throughput 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
Certificate in Agile Project Management by Google, *Coursera*	2023
Bachelor of Arts in Linguistics and Intercultural Communication, *Moscow Academy of Humanities and Technology*	2018

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, Midjorney, Nano Banana, Claude Code, Figma Make, GitHub Copilot, Dovetail, Notion