

EVGENII ASTAPOV

PRODUCT DESIGNER

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KEY ACHIEVEMENTS

- **Product Designer** with **6+** years of experience delivering **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.
- **Led high-impact product and digital design 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

Feb 2021 - Present

- Designed and shipped a **0→1 mobile app for B2C**, from discovery and product architecture to interactive prototyping and production-ready code, leveraging an AI-native workflow and LLM-powered vibe coding to accelerate iteration cycles and bridge the gap between design and development.
- Owned product discovery, information architecture, and interface redesign for a nationwide scientific student platform, enabling **1.5M+ registrations** and supporting the selection of **250K+ participants**, while **reducing drop-off by 27%**.
- Identified structural limitations in the existing account-first experience and redefined the product architecture around network-based workflows, reducing modal interactions by **90%** and establishing **over 100 component design system** to support scale **across 15+ networks**.
- 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.
- Redesigned the brand, restructured user flows and launched a new e-commerce website, helping the brand expand into **3 new retail chains**, grow to **32 stores**, and **increase sales by 12%** within the first two months.
- Designed and launched an e-commerce website to shift demand away from third-party marketplaces, **increasing sales by 21%** within the first three months through conversion-focused UX and visual optimization.
- Led a cross-functional team of **2 designers, 2 developers, and 1 copywriter**, improving collaboration between design and engineering through an iterative workflow.

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

EDUCATION:

Communication Design MPS, Parsons School of Design, New York

2026

Professional Retraining in UX/UI Design, Netology

2024

Bachelor of Arts in Linguistics and Intercultural Communication, Moscow Academy of Humanities and Technology

2018

SKILLS:

Expertise: Product Design, Product Thinking, AI-native Workflows, UI/UX Design, User Flows, Systems Architecture, Information Architecture, Design Systems, Interaction Design, Conversion & Growth Design, Design Strategy, Cross-Functional Collaboration, Iterative Design Processes, Stakeholder Communication, User research, Storytelling

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

AI Tools: Claude Code, Cursor, Codex, Figma Make, ChatGPT, Gemini, Midjourney, Nano Banana