

# Anton Lebedev

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## Product Designer: 2+ years of UX, UI Design, 8+ years of UX-related Project Management

Knowledge and passion for solving challenging design and technical problems in product development environments. Strategic approach to UX and UI Design via collaboration with cross-functional teams and diverse stakeholders.

## ACCOMPLISHMENTS

### Ez Software

- [Reviewed the product strategy](#) for Ez Software (MedTech startup) and evaluated the impact of implementing the Voice User Interface feature for specific application sections. Redesigned UI helps clinicians fill out OASIS forms with voice 33% faster than manually.

### Centurion

- [Redesigned dashboard solution](#) for Centurion (Crypto hardware management web app) allows users to configure their cryptocurrency mining farm 40% of the time it took in a previous version.

### IKEA

- [Proposed a feature concept](#) for IKEA in-store shopping that would increase the loyalty of existing customers and attract more shoppers generating more revenue by making online and in-store navigation more accessible.

## SUMMARY OF SKILLS

Design Thinking | User Experience Design | User-centered Design | Information Architecture | UX Research | Wireframing | Prototyping | Usability Testing | Design Sprints | Interaction Design | Motion Design | Design Systems | Responsive Design | WCAG | HTML | CSS | Data Analysis | Strategic thinking

**Software:** Figma | Adobe CS | Miro | Maze | Webflow | Slack | Trello | Notion | Google Workspace

## PROFESSIONAL EXPERIENCE

**Product Designer**, Freelance Warminster, PA 07/2020 – present

- UX, UI Design, consulting, audit, redesigning existing solutions, and building new product solutions from a scratch
- Rethink product development strategy by collaborating with stakeholders and cross-functional teams
- Conduct primary and secondary research to discover the problem/validate the problem statement, understand use cases, context, frustrations, and goals
- Create UX artifacts: User Personas, Empathy Maps, User Journey Maps, User Flows, etc. to look for user-centered solutions
- Brainstorm, prioritize, sketch, wireframe, and build prototypes for usability testing
- Present and articulate research findings and design solutions to stakeholders
- Conduct usability testing to evaluate the quality of proposed solutions and gather constructive feedback
- Iterate on solutions to improve metrics and usability of products
- Create high-fidelity interactive prototypes and collaborate closely with developers to deliver new product solutions

**Project Manager**, Rullex | SCAE | Colliers | IKEA 07/2013 – 09/2020

- Delivered cell tower sites construction and maintenance, reconstruction of a factory plant project, design-build office projects, large mall interior, and exterior maintenance projects, AVG project budget \$1MM

- Interviewed clients and stakeholders to define project requirements
- Managed stakeholders, designers, architects, engineers, and third-party contractors to define and control the scope
- Organized and managed procurement for contracting and materials, \$10K – \$200K per tender
- Coordinated project execution in all stages: from the preparation of initial paperwork to installation and putting into operation
- Managed cross-functional teams (largest team 15 people) to deliver projects within the scope and timeline
- Managed quality, mitigate risks, control budget, and resolved conflicts to deliver projects in time and quality
- Reported progress to senior executives, received feedback and managed scope adjustments

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**UX Design Certificate of completion**, DesignLab UX Academy, 2020 – 2021

**Engineering, MS**, Saint Petersburg State University of Architecture and Civil Engineering, Russia, 2005 – 2012

**ESL**, American Advanced Institute of Technology, Feasterville, PA, 2018 – 2020