

Alex Kalashnikov
Lead Product Designer / Art Director
with strong graphic and product
skills.

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Lead Product Designer at DataMilk
2021–Current

DataMilk is an AI tool that autonomously optimizes E-Commerce websites to improve the customer experience and drive increased sales.

- I'm responsible to manage all the website development. The final goal is to deliver the product values through the website and attract all the possible clients.

Art Director at V–A–C Foundation
2019–2021

V–A–C is a foundation, which produces new culture together with artists and audiences alike.

- Design and concept of the [main website](#) to represent the full scope of the Foundation (featured at awwwards.com, klikkentheke.com and many others);
- Designed a website for [a digital culture magazine Sreda](#) (featured at klikkentheke.com & godly.website);
- Managed team of 5.

Product Designer at Osome
2018–2019

Osome register and service companies in UK, Singapore and China.

- Independently designed a responsive website and 2 mobile apps ([iOS](#) and [Android](#));
- Improved [onboarding](#) flow, and as a result increased this conversion from 9% to 48% in 3 month;
- Managed team of 5.

**Product Designer at Mapbox
(part-time)**
2017–2018

Mapbox is a mapping and location cloud platform for developers.

- Designed and developed a prototype for a navigation app, tested in the car.
- Designed a lot of experimental products with maps.

UX/UI Designer at Urbica
2014–2018

Urbica designing tools for data-driven insight and problem-solving.

- Designed a website urbica.co (featured at brutalistwebsites.com)
- Designed a website for Gulag Museum's project gulagmap.ru (winner of [Kantar Information is Beautiful Awards](#))
- Designed a website for Moscow Urban Forum 2017 project '[The Age of urban agglomerations](#)'

Other

- Designed covers for books [Digital Minimalism](#) (top seller), [Zone to Win](#), [The Excellence Dividend](#), [Unlock You](#)
- Developed a programme and filmed a learning course '[Composing and grids](#)'

Education

2018
[Go Practice](#) a product
management course

2014
[Bureau.ru](#) school of design

2012
Ulyanovsk State Technical
University (Specialist)