

Alexander Karavaev

Product designer with a background in graphic design and typography. I have 4 years of experience in product design and 5 years of experience in graphic and wayfinding design. Currently I am based in Moscow

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Portfolio aakaravaev.com/design/

Experience

Action

2018 — till now

One of the largest media company in Russia.

Product Designer

- Worked on web-based CRM for telemarketing with 3000+ users
- Reduced the cost for CRM support
- Initiated and conducted user interviews and usability testing
- Communicated with stakeholders and worked as PM
- Made back office for online user support.
- Reduce time for creation students' contracts from 6 hrs to 50 mins by creating a mobile web app.

Art Lebedev Studio

2015 — 2018

The most famous and iconic design studio in Russia

Graphic and Web Designer

- Worked on Moscow Metro Transit map. Daily this map see over 8M passengers.
- Participated as wayfinding designer in creative team in identity, exteriors, interiors and wayfinding project for Moscow State Polyclinics.
- Worked on Moscow construction site appearance.
- Made another 20 projects.

Freelance

2014 — 2015

Graphic and Wayfinding Designer

- Made Official Chelyabinsk Tram Transit Map. Daily this map see over 120K passengers.
- Made logo for one of the oldest Moscow Aikido Club — Ryusuikan
- Worked on branding and advertising projects.

Radar Advertising

2013 — 2014

Branding and advertising agency

Junior Graphic Designer

Worked on advertisement, catalogues, packages and navigation in Chelyabinsk Pinery park

Award

iF Design Award for Moscow Metro Map
2017

Education

Chelyabinsk State Pedagogical University
Information Technology and English Language teacher
2002 — 2007

Languages

English (fluent)
Russian (native)

Certificates

User Interface Design by University of Minnesota
Coursera
2021

Skills and Tools

Figma, Adobe Photoshop and Illustrator, Affinity Designer, Sketch, Zeplin, Principle, Axure.

User Research: JTBD + RAT + Customer Development
Ivan Zamesin
2019

UI/UX design, prototyping, user research, assumption tests, graphic design, mobile design, wayfinding, logotypes, typography.