

# Alexander Karavaev

## Product Designer

Offering 10 years in design, including 5 years in product design, with a focus on UI/UX. Skilled at transforming complex B2B products into user-friendly solutions. Passion for understanding user behavior through interviews and applying insights to design. Based in Belgrade, Serbia.

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**Portfolio** [aakaravaev.com](https://aakaravaev.com)

## Experience

Dec 2022 — till now

### Product Designer

Sizl, USA

- Streamlined business operations by designing an ERP system.
- Crafted BPMN diagrams to visualize and optimize numerous business processes.

Jul 2018 — Dec 2022

### Senior Product Designer

Action, Russia

- Designed and delivered a web-based CRM for telemarketing, utilized by over 5000 users.
- Decreased the number of CRM developers and overall development costs.
- Conducted a minimum of two customer and CRM user research interviews weekly.
- Developed an online customer support back office.
- Reduced contract creation time for students from 6 hours to 50 minutes through a mobile web app.

Nov 2015 — Jul 2018

### Graphic and Web Designer

Art Lebedev Studio, Russia

- Crafted the Moscow Metro Transit map, viewed daily by over 8M passengers and recipient of the iF Design Award in 2017.
- Successfully designed and implemented a wayfinding system for all Moscow State Polyclinics.

Feb 2014 — Nov 2015

### Graphic and Wayfinding Designer

Freelance, Russia

- Produced the official Chelyabinsk Tram Transit Map, viewed by over 120K passengers daily.
- Designed the logo for Ryusuikan, one of Moscow's oldest Aikido Clubs.

Apr 2013 — Feb 2014

### Junior Graphic Designer

Radar, Chelyabinsk, Russia

Worked on advertisement, catalogues, packages and navigation.

## Certificates

2021

### User Interface Design by University of Minnesota

Coursera

2019

### User Research: JTBD + RAT + Customer Development

Ivan Zamesin

## Award

2017

iF Design Award for Moscow Metro Map

2002 — 2007

## Education

### Chelyabinsk State Pedagogical University

Information Technology and English Language teacher

## Skills and Tools

UI/UX design, prototyping, user research, assumption tests, graphic design, mobile design, wayfinding, logotypes, typography, Figma, Sketch, Zeplin, Principle, Axure, Adobe Photoshop and Illustrator, Affinity Designer and Photo.

## Languages

English (Fluent), Serbian (Elementary proficiency), Russian (Native)