

LOZHKIN ALEXANDER

Lead Product Designer | Fintech, E-commerce, Data-heavy Products

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[Portfolio](#) | [LinkedIn](#) | Telegram: @leshey

SUMMARY

Lead Product Designer with 13+ years of experience shaping fintech, e-commerce, and data-heavy products. Built and scaled design functions, led teams of up to 16 designers and researchers, and delivered 30+ complex back-office systems and operational tools.

EXPERIENCE

Birmarket (Bir ecosystem) – Head of Design – Baku, Azerbaijan

Dec 2025 – Aug 2026

Birmarket is an Azerbaijani marketplace with 1.5M MAU. I moved internally to reshape the design function and define its strategic direction. I led product design and UX research across the logistics, buyer, and seller tribes, managing a team of 7 designers and 2 researchers.

- Redesigned the product page, increasing add-to-cart conversion by 16% and purchase conversion by 5% through A/B testing.
- Designed a digital workstation for warehouse operators, increasing sorting throughput from 30 to 87 items per minute.
- Led customer-journey research using data analysis, in-depth interviews, and usability testing—surfacing pain points that changed product backlog priorities.
- Developed Marketplace Vision 2027 and secured leadership buy-in, establishing a shared product vision across buyer, seller, and logistics tribes.

PashaPay (Bir ecosystem) – Head of Design – Baku, Azerbaijan

Oct 2022 – Dec 2025

Joined as the company's first design leader; scaled the team from 3 to 16 across product design, research, and UX writing. Embedded design and research into product workflows and established design's voice in roadmap planning.

- Led product design for M10, guiding it from launch to 700K MAU and 2M registered users, making it the country's third-largest financial service by MAU within 1.5 years.
- Refreshed the brand's visual language, increasing CTA conversion by 25% in advertising and 30% on the website through redesign.
- Managed cross-functional growth initiatives that doubled user activation from 22% to 48%.
- Increased turnover in the banking-products section of Million terminals by 23% through a homepage redesign.

Yandex Market – Lead Designer, Purchase Experience – Moscow

Aug 2021 – Oct 2022

Yandex Market is a marketplace with 30M+ monthly active users. I led design for the purchase experience across cart, checkout, delivery, and post-purchase flows, and managed two designers in the domain.

- Improved cart-to-purchase conversion from 67% to 72%.
- Increased items sold by 4% overall by introducing product recommendations in the cart.
- Reduced user-initiated cancellations by 5% by designing in-progress order editing.
- Built a component library adopted by 10+ product teams, standardizing cart and checkout patterns.

GeekBrains – Dean, Faculty of Design – Moscow

Aug 2021 – Aug 2022 | Part-time

GeekBrains is a major EdTech platform offering online education in digital professions. I owned curriculum strategy, worked with 20+ instructors, and taught key courses across the program.

Citymobil – Lead Product Designer – Moscow

Dec 2020 – Aug 2021

(Mobility, ~5M users) Designed complex B2B dashboards and operations tools for dispatchers and regional managers.

Yandex (Experimental Projects) – Senior Product Designer – Moscow

May 2019 – Nov 2020

Launched experimental products and internal tools including Yandex Aura social network, Yandex Talents job board, Yandex Forms, and an employee travel tool—validating concepts through rapid design sprints and user testing.

Dolfin Group (Fintech) – Senior Product Designer – Amsterdam & London

Oct 2015 – May 2019

Led a team of 4 designers building CRM and portfolio-management tools for investment managers. Established the company's first design system to scale UI consistency across products.

Bright Computing (HPC) – Product Designer (contract) – Amsterdam

Oct 2016 – May 2017

Designed the web version of Bright Cluster Manager, a platform for deploying and managing high-performance computing clusters.

Yandex Maps – Product Designer – Moscow

June 2013 – September 2015

Designed Map Constructor, a professional tool for creating and editing geodata in complex map interfaces.

SKILLS

Leadership & Strategy: Team Leadership, Coaching, Design Thinking, Agile, Design Sprints, Cross-functional Collaboration.

Design & Research: Product Design, UX Research, CX Research, A/B Testing, Usability Testing, Interaction Design, Information Architecture, Prototyping, Design Systems.

Tools & Platforms: Figma, Notion, Claude, Amplitude.

Domains: Fintech, E-commerce, B2B, Data-heavy products.

EDUCATION

Mathematics and Computer Science — Kemerovo State University, 2003–2008.

Service Design Bootcamp — Copenhagen Institute of Interaction Design, 2025.

Data-driven Product Management — Simulator-based training, 2023.