

Alexander Simonovsky

Senior Product Designer

Open to remote work and relocation
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SUMMARY

Product designer shipping end to end - and building with AI. Led the redesign of a product serving 150K+ users across 12 markets, grew a social app from 0 to 27K+ active users with 70%+ Day-1 activation, and partnered with teams in the UK and US. I independently design, build, and release my own products.

EXPERIENCE

Senior Product Designer | ubernatural Jan 2024 - Feb 2026
International product studio

- Led the redesign of Studypaths, an AI-powered learning app serving 150K+ users across 12 markets, from research synthesis through launch.
- Took Dreamerz from 0 to 27K+ active users globally; owned end-to-end product design across two major releases and delivered a 70%+ Day-1 activation.
- Delivered product strategy and design for DMG Media / Daily Mail, Verto (YC-backed fintech), and Lingopal (Series A AI startup).
- Built the design function, mentored designers, and introduced practical generative-AI workflows into the product-design practice.

Product Designer | Pink Rabbit Tech Feb 2023 - Jan 2024
Russia's largest health and wellness platform

- Launched PINK, a content and lifestyle editorial platform, reaching 30K+ monthly visits; owned product architecture, end-to-end design, and launch implementation.
- Designed the company's largest nationwide, multi-channel promotional campaign, delivering a ~35% relative lift in purchase conversion versus baseline over three days.

Product Designer | Okko Sep - Dec 2023
Contract, part-time | Russia's leading streaming platform

- Designed targeted in-app discovery flows and contextual prompts to help parents discover Kids Mode across a streaming platform with 5.7M subscribers.

UX/UI Designer 2020 - 2023
Freelance

- Worked across digital products and web for early-stage startups and small businesses; delivered interfaces, prototypes, developer handoffs, and implementation support.

INDEPENDENT PROJECTS

Yonder 2026
Designed and built a macOS time-zone app for distributed teams.
yonder.site

Todoodle 2026
Designed, built, and published a Figma task-management widget used by 600+ people.
figma.com/community/widget/1615397206941614227

SKILLS

Product design: Product strategy, interaction design, visual design, motion design, prototyping, mobile design, design systems, information architecture, accessibility (WCAG).
Research and analytics: User research, usability testing, A/B testing, Hotjar, Google Analytics.
Tools: Figma, Framer, Lottie. Development: AI-assisted development (Cursor, Claude Code).
Languages: English (professional working proficiency), German (elementary), Russian (native).

EDUCATION

Master of Product Design, with honours - ITMO University, St. Petersburg | 2023 - 2025
Bachelor of User Interface Design - ITMO University, St. Petersburg | 2020 - 2023