

# Alexander Zhimalov

**Senior Product Designer (15+ years) | Mobile-First | Design Systems | Complex SaaS & Fintech**

**Location:** Lithuania

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**Portfolio:** vibos.org

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## Professional Summary

A senior product designer with 15+ years of experience driving clarity, simplicity, and measurable product impact within complex SaaS ecosystems. I specialize in transforming ambiguous business requirements into intuitive workflows, scalable design systems, and polished user experiences. Known for a strong product mindset, speed, and a collaborative approach, I partner closely with product and engineering teams to deliver solutions that improve usability, accelerate development, and support long-term product strategy.

## Core Expertise

- Product Design (full cycle)
- UX Architecture & User Flows
- Prototyping (high-fidelity, clickable)
- Design Systems & Component Libraries
- Complex SaaS & Multi-tenant Platforms
- Mobile-First & Responsive UI
- UX Research & Usability Testing
- Accessibility Best Practices
- Cross-Functional Collaboration (PM, Dev, QA)
- Presentation & Stakeholder Communication
- AI-Assisted Design Workflows

**Tools:** Figma, Photoshop, AI design tools, PowerPoint

## Professional Experience

**Lead Product Designer — BRAIN (AI/NLP, SaaS, Blockchain)**

*Germany | May 2016 – Present*

- Designed end-to-end UX for SaaS platforms used across fintech, delivery, and real estate industries.
- Built modular design systems that increased engineering delivery speed by up to 40%.
- Reduced design-to-development time by 50% through better collaboration frameworks and rapid prototyping.
- Improved retention and user success metrics by redesigning onboarding and core workflows.
- Created consistent UI across multiple products using scalable component libraries.
- Conducted user interviews, usability tests, and UX evaluations to inform design decisions.
- Presented prototypes and UX solutions to founders, engineers, and cross-functional stakeholders.

- Designed mobile-first experiences aligned with Apple HIG and Material Design guidelines.
- Produced high-fidelity prototypes, UX documentation, and visuals for investor presentations.

### **UI/UX & Web Designer — NDA (Confidential)**

*Cyprus | May 2007 – Nov 2015*

- Delivered 300+ projects for fintech, crypto/NFT, banking, healthcare, mobility, CRM, and SaaS businesses.
- Led full-cycle product design: research, wireframing, UI, prototyping, and developer handoff.
- Built reusable design systems applied across multiple product lines.
- Designed responsive, conversion-oriented mobile and web interfaces.
- Collaborated with founders and PMs to align UX strategies with business goals.

### **Co-Founder — RadioLike**

*Russia | Oct 2013 – Aug 2014*

- Led UX strategy and early design for the product.
- Created brand identity, interface design, and interactive prototypes.

## **Education**

### **IT STEP Academy**

Master of Arts (Art & Design)  
2006–2009

### **IT STEP Academy**

Bachelor's degree, Software Development  
2009–2011

## **Languages**

- English — C1
- Ukrainian — C2
- Russian — C2

## **Awards from uCoz**

- Best Blogger — uCoz (2014)
- Best Web Designer — uCoz (2012)