Hi, my name is Leo!

I am looking for a modern company with global ambitions to make people happier together.

Now I will tell you more about myself (~ 2 minutes of reading). Contents:

Work experience

I've been developing digital products for 7 years and running my own projects. I have been fortunate enough to work in small teams and have a significant impact on the outcome.

Topcontent **Product designer**

Sweden, 2019 — 2020, Remotely

B2B SEO-content provider and translation service. A solution for automating the process of filling sites with unique and selling texts, which has more than 200 regular enterprise clients from all over the world.

Duties

- Building a product team
- Improving design processes
- Design system development and implementation
- Product analytics implementation
- User behavior research
- Feature refinement and creation
- Documenting requirements
- Testing and management

Sweatcoin `Ui/Ux`

United Kingdom, 2018 — 2019, Remotely

Fastest growing Health & Fitness startup in the United Kingdom with 3M DAU and # 1 on app charts in America, England, Australia, Spain and other countries. The purpose of the app is to motivate people to move more.

Duties

- Product and design processes
- User needs analysis
- Research
- Usecases
- Prototyping and layouts
- UX-writing (ENG)
- User testing
- Analytics

Duotek `PM+Ux`

Russia, 2017 — 2018

Design, development and maintenance agency that creates software for automation and business processes planning. Including Internet projects, mobile applications, ERP and CRM systems.

Duties

- Communication with customers
- Business process analysis
- Prototyping

- Creating specifications
- Planning and evaluation
- Managing developers and designers
- Quality control and timing

Delovik.ru `Ui/Ux`

Moscow, 2016 — 2017

The first media and service portal for mutual assistance of entrepreneurs in Russia. To receive ready-made solutions from community members, an internal search engine with advanced results and question-and-answer functionality is used.

Duties

- Service architecture
- Page layouts
- Micro interactions
- Visual content (infographics)
- Brand visuals

Academy Publishing House `Ui/Ux`

Moscow, 2013 — 2015

A cross-platform solution for organizing and managing the educational process, that combines textbook and workbook functionality from the largest publishing center of professional literature. The product is being introduced to colleges in Russia, and is also sold abroad under the i-GVS brand.

Duties

- Interactive prototyping
- Screen layouts
- Collaboration with developers
- Supervision
- Final graphics

Skills

When working on tasks I use a human-centered approach, design-thinking, and I rely on audience research and rapid hypotheses testing. I love accurate data, tables, charts and graphs. I can develop:

- Market and user research
- Requirements
- Analytics
- Hypotheses
- Usecases and specification
- User-flows
- Guidelines and platform limitations
- Layouts and prototypes in Sketch/Figma/Framer/Axure/inVision/whatever
- Testing
- Internal processes

Soft skills: **Responsibility Sociability Initiative Systemic thinking Creativity Empathy Collaboration Flexibility Open-mindedness Fast learner Analytical mindset**

Cases

Let me give you an example of several interesting projects that I have been working on recently.

Adoption `30%`

During the year of work in Topcontent, 5 new functions were developed and released. On average, in the first month after the launch, about ⅓ of active users interacted with each one. One of them added the ability to work as a team on shared content projects. According to analysts, one inviter brought 3 new users, which increased the number of orders and helped the company stay profitable during the pandemic.

Registrations `+12%`

Registration of a new user in Sweatcoin went through communication with a chatbot, and required not only a phone number, but also permission to access geolocation and pedometric data. It was during these steps that more users were lost. To determine the reasons, a semantic analysis of feedback and support calls was carried out. This made it possible to identify the main doubts, fears and reasons of user drop offs, thus making communication during the registration process more efficient. It took a lot of work with the text (ux-writing) and testing and running of the wording. When introducing new functionality, it is important to assess not only its direct impact on key metrics, but also on the long-term performance of the product

as a whole. So the effective value proposal and its communication at the very beginning of using the application had a positive effect on d30 retention.

ARPU +2%

The main monetization tool in Sweatcoin was paid-videos, viewing which allowed users to receive bonuses. Improving the mechanics of the widget by presenting a progressive reward system not only increased the number of targeted actions and completely filled the advertising network, but also raised the overall retention rate by increasing user activity.

Projects launched 5 per year

As a manager at Duotek, I simultaneously led several projects in the areas of telemedicine, logistics, procurement, sales and project management. The most interesting from the point of view of the applied technologies and user scenarios were the integrated system for self-identification of the person of SIM card users ID.World and the Doctors.Online project, which consisted of sub-systems for the patient, doctor and clinic and had the functionality of video calls.

Need more examples or want to learn more? Contact me

What I'm looking for

Remote web and mobile product development in a team of motivated people. It is also imperative that the product resonates with my personal beliefs and values. Young startups are of particular interest.

About me

- I speak English at the upper-intermediate level
- Interested in technology, entrepreneurship and management
- I study psychology, philosophy, anthropology and behaviorism
- I lead a healthy and environmentally friendly lifestyle
- I like sports

Contacts

You can chat and arrange a call by writing to contact@levrybakov.com