

Ivan Poliakov

Lead product designer

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About

Lead Product Designer with extensive experience in assembling and leading professional design teams. I blend data analysis with creative design to create user-focused and business-aligned products. Proficient in Google Analytics, Amplitude, and Mixpanel, I translate data into actionable design insights. My approach includes extensive user research, JTBD interviews, and UX studies.

My development skills in JavaScript, PHP, and Python, enable me to understand and connect with developers effectively. My ability to bridge the gap between design and development allows for a seamless transition of concepts into tangible, well-functioning applications, aligning with both user needs and business objectives.

Experience

Ipoteka.center

Lead product designer,
2021 — present

Conducted over 70 customer development interviews, gathering valuable insights to validate and refine various hypotheses.

Set up an advanced analytics system using ClickHouse, enabling the team to track product metrics and optimize product funnels effectively.

Created two side MVP projects focused on foreign and suburban real estate. These projects were built from scratch to test specific market hypotheses.

Led the recruitment process, conducting more than 100 job interviews to build a skilled and cohesive design team

Center.travel

Lead product designer,
2019–2021

Created the first production version of a smart itinerary planning system in two months. This system streamlined the process of planning travel by integrating flight, train tickets and hotel booking into one platform.

Led the creation and maintaing of a desktop app, along with native iOS and Android applications.

Spearheaded the development and maintenance of a design system that ensured responsive and cohesive designs across our desktop and mobile applications.

Implemented Amplitude as our primary tool for product analytics, enabling detailed analysis of user behaviors and interactions with our applications.

Cometrica

Product designer,
2018–2019

Designed a digital office service for a leading company with around 50,000 employees, skillfully addressing the intricate requirements of a vast and varied workforce.

Successfully achieved compliance with WCAG AA standards, encompassing a comprehensive range of criteria to ensure our content is accessible to all users.

Seamlessly incorporated company branding into the design for a consistent corporate identity.

Introduced a feedback system that gathered over 100 insights in the first month.

Education

Master's degree in Computer Science

ITMO University, 2009–2015

COURSES

Unit economy

Product Heroes, 2023

Composition & Motion Design

Volnitsa, 2020

Typography and layout

Igor Shtang, 2019

Product design school

Artem Gorbunov Bureau, 2017

Skills & Tools

Languages

English B2, German B2, Russian Native

Design, 3D and animation

Figma, Sketch, Photoshop, Blender, Cinema 4D, After Effects, Principle

Product Analysis & Metrics

Google Analytics & BigQuery, Yandex Metrika & Datalens, Amplitude, Mixpanel

Development

HTML, Javascript & React, PHP, Python, PostgreSQL & MongoDB

Other

Jira, Confluence, Miro, Notion, Asana