

# FEDOR IVANENKO

Senior Product Designer with 11+ years of experience

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Product designer with expertise in UX, UI engineering, and graphic design. I have led the creation and evolution of digital products, driving UX enhancements and product innovation in high-uncertainty, high-risk environments while collaborating with diverse cross-functional teams. I bring a sharp strategic mindset, a deep understanding of user psychology, and a relentless drive to build products that work like magic.

## Experience

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### SELF EMPLOYMENT

Worldwide

#### Designer and React Developer

March 2022 – Now

- Delivered end-to-end web design projects, ranging from presentation websites to immersive web experiences.
- Mastered React development, including performance optimization and complex animations for interactive experiences.
- Led direct sales and negotiations, securing and managing client relationships in a new market.
- Developed strategic brand positioning and storytelling frameworks, crafting clear and engaging brand narratives.
- Self-taught in computational theory, JavaScript, TypeScript, and React, enabling full-cycle web project execution.

### YANDEX PRACTICUM

Moscow, Russia

#### UX Strategist & Product Designer

February 2021 – March 2022

- Operated in a fast-paced high-growth startup, navigating unstable processes and undefined ownership.
- Integrated UX research directly into product decisions and user interface design, ensuring research-driven improvements.
- Fostered trust, alignment, and effective cross-functional collaboration in a resource-constrained environment.
- Championed UX change, identifying critical experience gaps, embedding in product teams, and driving usability fixes.
- Identified critical UX failures in onboarding, leading a deep audit, competitor analysis, and research synthesis. Insights gained leadership buy-in, sparking a company-wide onboarding redesign.
- Drove an emergency UX intervention on the faculty landing page project, leading UI/UX, rapid prototyping, and execution. The final structure remains in use across Practicum's web presence today.
- Led the Continuous Research initiative, driving UX research, aligned stakeholders, and resolved usability challenges.
- Managed hiring, screening, and interviewing of researchers
- Established knowledge-sharing processes to synchronize team insights

### AIC

Moscow, Russia

#### Product Strategist

August 2019 – March 2020

Key Clients: DIT (Moscow Department of Information Technologies), Domodedovo Airport

- Gained firsthand experience in large-scale project execution and multi-million-dollar initiatives.
- Worked with a diverse set of stakeholders to align competing priorities and drive strategic decision-making.
- Translated high-level discussions into clear, actionable direction for the team, strengthening consensus-building skills.
- Conducted in-depth user research and embedded within client operations to find high-impact product opportunities
- Led product discovery efforts to drive growth and optimize service integration.
- Designed engagement loops to increase activation, retention, and revenue by optimizing multi-touchpoint interactions.
- Prototyped and delivered product concepts to client teams, ensuring feasibility, business alignment, and execution clarity.

## ZLT GROUP

Moscow, Russia

### Design Director

August 2018 – May 2019

Key clients: VTB Group (Dynamo Stadium), Rostech City, Museums of Moscow Kremlin.

- Enabled ZLT Group to scale project capacity 4x and handle 3x more complexity without increasing team size.
- Cut wayfinding system design time by 30% by optimizing design processes, ensuring a unified approach, shared architecture standards, and centralized insights.
- Reduced design implementation time by 10x through process automation.
- Collaborated with client-side civil engineers to define engineering and architectural requirements for wayfinding systems.
- Participated in hiring by sourcing, evaluating, and interviewing designers to meet studio needs.
- Led design strategy for all wayfinding projects, ensuring clarity, usability, and consistency.
- Resolved complex design challenges to deliver user-centered, scalable solutions.

### Wayfinding Designer

February 2017 – July 2018

Key clients: Sberbank Moscow, Megafon Moscow, Astana World Expo 2017

- Led ZLT Group's first major wayfinding project — a 28-story skyscraper — breaking new ground for the studio.
- Mapped user scenarios to analyze visitor interactions and developed structured user journey frameworks.
- Designed information architecture to optimize wayfinding and improve navigation efficiency.
- Developed a scalable design system with the art director, ensuring consistency and adaptability across all touchpoints.
- Executed the wayfinding system across multiple mediums, maintaining visual and functional coherence.
- Conducted real-world usability testing to validate effectiveness and refine user experience.
- Partnered with the production team to ensure high-quality execution and strict adherence to design standards.

This role established my UX foundation, shaping my expertise in user-centered design and the psychology of wayfinding

## Education

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### BRITISH HIGHER SCHOOL OF ART AND DESIGN

2015–2017

#### Graphic Design

- Built a strong foundation in graphic design, visual communication, and systematic design thinking.
- Developed expertise in design as a problem-solving tool for business and user needs.
- Trained in pixel-perfect execution, constraint-based design, and precise brief interpretation.
- Learned from globally recognized designers, combining deep design theory with hands-on practice.

### INTERNET INITIATIVES DEVELOPMENT FUND (IIDF) | VC FUND

2019

#### Product Management & Customer Development

- Studied product management frameworks, customer development methodology, and metric-driven decision-making.
- Developed an experiment-driven mindset, applying rapid validation techniques to product hypotheses.
- Led a team project to design, validate, and launch a digital product.
- Conducted market research and defined product concept and value proposition.
- Validated the concept with three successful sales, demonstrating hands-on execution of lean startup principles.

## Skills & Interests

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**Design:** UX/UI Design, Prototyping & Wireframing, Design Systems & Component Libraries, User Journey Mapping, Interaction Design, UX Research & User Interviews, Information Architecture, Usability Testing & Heuristic Analysis, Design Thinking & Problem-Solving, Responsive Web Design, Product Strategy, A/B Testing, Data-Driven UX Optimization, Accessibility & Inclusive Design, Rapid Prototyping, Stakeholder Management, Cross-Functional Collaboration, Storytelling & Brand Positioning, Agile & Lean UX Methodologies

**Technical:** Web Development, JavaScript, TypeScript, React.js, Next.js, Postgres, Prisma ORM, HTML/CSS, Tailwind, Performance Optimization, WAAPI, GSAP, framer-motion, rAf

**Language:** English B2, Russian Native

**Interests:** Screenwriting, Brazilian Jiu-jitsu