

Alexei Balakin

Senior Product Designer, UX/UI · Fintech · Crypto · AI-first

alexeibalakin.com/ · linkedin.com/in/alexeibalakin · t.me/alexeibalakin · ieskelanikalab@gmail.com

SUMMARY

Product Designer with 13+ years in design. In recent years focused on fintech and Web3 products: blockchain wallets, DeFi, and B2G/B2B platforms. Research-driven and end-to-end, from discovery to developer handoff, increasingly using AI tools to prototype and ship MVPs faster. Recent impact: onboarded 196K users in 12 days and lifted key conversion flows by double digits. Experienced leading design teams and building design systems at scale.

EXPERIENCE

Broxus · Senior Product Designer, UX/UI (Web3, Fintech) · Sep 2024 to Present · Serbia, Belgrade, Remotely

- Onboarded 196K users in 12 days by designing a deep-link flow that bridged the Telegram mini-app to the browser for on-chain actions (wallet, swap, staking), unblocking the key funnel step. 67.1% account conversion.
- Increased wallet-connection conversion by 14% and improved content visibility (users now see 14 quests instead of 8) by redesigning core flows from heatmap and session-replay analysis.
- Shipped two products end-to-end: Sparx, a multi-platform crypto wallet (iOS, Android, Chrome extension) where I owned the in-wallet browser, Ledger and seed-phrase flows; and Asterium, a B2G platform for a national digital currency, as the sole designer.
- Lead UX/UI across web and mobile, evolve the design system, and use AI tools to prototype MVPs in days instead of weeks.

Yandex Practicum · Mentor, Product Designer, UX/UI · Mar 2023 to Sep 2024 · Serbia, Belgrade, Remotely

- Mentored 30+ students in the Interface Design course, a top Eastern-European EdTech platform, from fundamentals to portfolio-ready projects.
- Completed Yandex's mentorship training. Gave structured feedback on UX research, wireframing, prototyping, and UI execution.
- Contributed to course development by spotting curriculum gaps and proposing updates from real industry workflows.

Sercons · Team Lead, Product Designer, UX/UI · Oct 2022 to Aug 2024 · Russia, Moscow, Remotely

- Grew from Middle to Senior to Team Lead in under two years. Led a team of 5 designers, set design direction, and managed stakeholders up to executive and client level.
- Designed complex, data-heavy B2B platforms for certification and compliance workflows, simplifying multi-step processes for non-technical users.
- Redesigned the company's main website (500+ pages) and rebuilt its design system from scratch.
- Launched new EdTech and MedTech products end-to-end, from discovery to developer handoff.

Industrial Designer Background · Product Owner · 2012 to 2022 · Russia, Moscow

- Owned physical product lines end-to-end: led a team of 15, shipped 45 lighting products plus 170 custom commissions. Lexus Design Award 2020 Shortlist, plus a Design of the Year nomination.
- Led AI-powered fitness equipment and a 4-model air-purification line from concept to serial production, owning everything from sketch and 3D modeling to manufacturing.
- Earlier authored 11 designs installed at a large-scale space-surveillance facility. Tools: SolidWorks, KeyShot, Cinema 4D.

EDUCATION

MIREA (Russian Technological University) · 2014 · Design and Engineering of Radio-Electronic Devices · Specialist's Degree (5-year, equivalent Master's)

COURSES & CERTIFICATIONS 2025 · GoPractice — Product Simulator 2024 · HSE (Higher School of Economics) — UX Research 2024 · AVA SRG — UX/UI Design Bootcamp

Technical Skills

Product design, UX/UI, end-to-end design, design systems, user research, usability testing, wireframing, prototyping, A/B testing, heatmap and session-replay analysis, user flows, information architecture, mobile and web, fintech, Web3, blockchain, DeFi, crypto wallets, AI-assisted design and prototyping, stakeholder management, cross-functional collaboration, design leadership.

Tools: Figma, AI tools (Cursor, Claude, Lovable, Gemini), Adobe (After Effects, Photoshop, Illustrator), 3D graphics (Cinema 4D, SolidWorks, KeyShot).