

Aleksei Shaikhelislamov

Principal Product Designer × AI Prototyping

Lead · Full-time · Remote, Office, Hybrid

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About

14 years in product teams — Kaspersky, MTS, Moscow City Government, S7 Airlines, FINFRAME. B2B, B2C and G2C.

Built and shipped a working product solo in 26 days: automated data collection from provider mobile apps, server- and client-side analytics, automated tests and a test gate on every merge. AI instead of a development team.

What I do
• Turn a hypothesis into a working prototype in days — not a mockup, but something real people can use and I can measure
• Own the product side: backlog, prioritization, funnel metrics, and the economics behind each decision
• Run research (JTBD, customer interviews, unmoderated testing) and turn insights into measurable outcomes — contributed to a 12% conversion lift at MTS
• Built three design systems (Kaspersky, MOS.RU, S7) and led teams of up to 5 designers

Work Experience · 13 years 4 months

2 months
Jul 2026 — present

Yol (Independent project)
Founder & Solo Product Builder · Remote · Full-time · Lead

B2C fintech platform for CIS labor migrants in Russia: comparing money transfer providers, finding well-paid jobs with no qualification barriers, and a partnership with a legal-aid service for migration issues. From idea to launch-ready in 26 days: 617 commits, 228 completed tasks, 234 automated tests. A full development cycle — task board, test gate before every merge, independent code review before each production release — executed by directing AI agents (Claude Code, Codex) instead of hiring an engineering team. Public launch: August 2026.

• 617 commits, 228 completed tasks, 234 automated tests;
• Solo end-to-end development — task board, mandatory test gate before every merge, independent code review before each production release;
• Directed AI agents (Claude Code, Codex) as an engineering team instead of hiring developers;
• Full-stack: Python backend, TypeScript/React frontend, headless CMS;
• Designed a custom MCP server for managing production deploys from a phone.

1 year 4 months
Apr 2025 — Jul 2026

FINFRAME
Lead Designer · Russia · Remote · Full-time · Lead

International transfers product, startup mode, cross-functional team of 6–10 people, 1 product designer reporting to me

• Managed the design direction for the International Transfers product within a cross-functional team of 6–10 people;
• Designed and launched the money transfer MVP for the Russia–Uzbekistan corridor in under 6 months;
• Designed UX/UI for ecosystem products (loans, e-SIM, wallet, payments, utility and service payments via partners) for the CIS, Central Asia, and the Middle East;
• Implemented a multi-language interface (5 languages) and a basic design system with a limited team;
• Conducted JTBD interviews, prioritized features in collaboration with product management, and participated in roadmap development.

8 months
Sep 2024 — Apr 2025

MTS Group
Principal Product Designer · Senior

International transfers (Web, iOS, Android), individual contributor

• Developed and aligned the design strategy for the international transfers department with business stakeholders;
• Conducted competitive analysis using AARRR; implemented UX practices contributed to a 12% growth in conversion (as part of the team);
• Implemented the RICE prioritization framework and launched unmoderated UX research;
• Designed an automated multi-language localization process, accelerating interface translation by 50%;
• Participated in the redesign of the international transfer service, resulting in an 18% increase in successful transfers and a 25% reduction in errors (as part of the team).

1 year 7 months
Jan 2023 — Jul 2024

IntellectoKids
Principal Product Designer · Limassol, Cyprus · Senior

Individual contributor

• Implemented a design system and a handoff process for development, reducing time-to-market by 20%;
• Conducted CustDev research that optimized advertising campaigns for the priority segment;
• Designed pre-purchase onboarding that influenced activation; CustDev and competitor analysis impacted engagement and retention;
• Analyzed CMS platforms and created a prioritized roadmap for rapid demand hypothesis testing.

1 year 9 months
Mar 2021 — Nov 2022

Kaspersky
Principal Product Designer / System Design Manager · Senior

Coordination of 3–5 designers

• Built a design strategy for Kaspersky Endpoint Security (KES) and aligned it with stakeholders;
• Coordinated a team of 3–5 designers on the KES product line redesign and implemented a design system;
• Made a significant contribution to reducing documentation support costs by 5x (unified security rule script for Windows/Mac/Linux/iOS/Android);
• Conducted an audit of all B2B products; initiated and designed the first Kaspersky B2B product using an in-house design system.

1 year 6 months
Oct 2019 — Mar 2021

IT Department of the Moscow Government
Senior Product Designer / System Design Manager · Senior

Coordination of 1–2 designers

• Applied an integrative design system for a unified pattern across 360+ Moscow online services;
• Created a no-code service builder (similar to Tilda), increasing team throughput by 4x;
• Developed a design system with a focus on inclusivity (including for visually impaired users).

2 years 8 months
Mar 2017 — Oct 2019

S7 Travel Retail
Senior Product Designer · Senior

Assembled a team of 3–5 people

• Formed a design team, established internal research expertise, and implemented a design system for the product line.

10 months
Jun 2016 — Mar 2017

anywayanyday.com
Product Designer · Middle

Designed purchase flows for air tickets, train tickets, and hotels

1 year 2 months
Apr 2014 — May 2015

Mail.Ru Group
Senior UI/UX designer · Senior

Created an adaptive gaming portal and web interface for MMORPGs (forums, social network, content library)

3 months
Feb 2014 — Apr 2014

Sochi Autodrom
Senior Designer · Senior

Organization and management of internal design projects

10 months
Mar 2013 — Dec 2013

BINN
UI/UX designer · Junior

Design for E-commerce websites

1 year 1 month
Jan 2011 — Jan 2012

FlippingBook
User Interface Designer · Junior

Skills

Languages

Russian C2 — Proficient

English B1 — Intermediate

Skills

design systems · design ops · design team coordination · ux strategy · cross-functional collaboration · stakeholder management · jtbd · custdev · aarrr · rice · unmoderated ux research · ces · figma · jira · notion