

Alexey Petyushkin

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Espoo, Finland

Strategic UX/UI & Product Designer focused on creating thoughtful user experiences, organizing design processes and managing teams to help businesses grow.

12 years of experience, progressing from leading web projects to becoming a Senior UX/UI Designer with expertise in both web and mobile apps. Over the course of my career, I have successfully completed over 400 projects, working with clients from Europe, USA, and global markets. I have fundamentally improved the usability of existing interfaces and delivered measurable results through user-oriented design approaches. I specialize in wireframing, prototyping and creating comprehensive UX documentation while maintaining proficiency in Figma, Adobe Creative Suite.

Work experience

UX/UI Designer, Product Designer

09.2013 – 01.2026

Freelance

Management of international projects for clients from Europe and USA, including requirements discussion, briefing, budgeting, and planning; leading developers and other specialists in complex projects; conducting competitive audits and UX research, taking into account the specifics of international markets; developing user journey maps, user boards, and empathy maps; wireframing, prototyping; designing interfaces for websites and mobile applications; testing, validating, and refining hypotheses based on testing results; presenting final solutions to foreign clients and stakeholders.

- Completed over 400 successful projects across diverse industries.
- Built strong client relationships through a personalized design approach, ensuring clear communication and alignment at every project stage.
- Modernized the user experience in the workflows of over 200 small and medium-sized businesses.
- Developed and implemented a user-oriented design approach for 50+ startups and new businesses entering the market.
- Conducted over 100 researches and competitive audits, providing data-driven insights for business growth.

Head of Internet Marketing and Web Development

11.2010 – 09.2013

Klimat Prof Company / Leading provider of air conditioning systems with B2B and B2C operations

- Led the creation of Fujitsu General Limited's website, which won the «Business Website Design» award at Russia's «Golden Website» competition in 2013.
- Successfully managed a team of 6 specialists and introduced improvements that enhanced overall department efficiency and performance.
- Optimized all the advertising expenses of the department for the digitalization of all company's brands on the Internet.
- Improved the company brand by means of development of a new visual style, creating websites, landing pages, carrying out promo campaigns and advertising.

Education

1999 / St. Petersburg University of the Humanities and Social Sciences

Bachelor's degree. Faculty of Culture, Advertising Business and Public Relations

Additional info

Languages

English – C1, Finnish – A1, Russian – native

Technical skills

Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Miro, Squarespace, HTML, CSS, CMS Wordpress, Opencart, 1C-Bitrix

Certificates and trainings

2023, UX Design Professional Google Course, Coursera