Alex Tymokhovskyi

Head of Design

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SUMMARY:

Product design manager with 12+ years of experience in design, including branding, user experience design, interaction design, design strategy, and user research. For the last 6 years, I have successfully managed various design teams of up to 15 people in diverse leadership roles, mainly working on B2B and B2C SAAS products.

SKILLS: User Experience Design | Interaction Design | User Research | People Management | Project Management | Workshops Facilitation | Design Processes | Design Strategy | Notion | Figma | FigJam | Maze

PROFESSIONAL EXPERIENCE

Nomad Homes

International property tech Series B startup providing AI-powered tools for real estate agents and personalized services for home buyers in France, Spain, Portugal, and the Middle East.

Head of Design (January 2023 – March 2024)
- Achieved a 28% improvement in CSAT for the key product, raising it from 45% to 73% by incorporating user research and user experience design methods to address key customer issues.
- Led the creation of a multiplatform design system, accelerating the work of designers and front-end engineers by up to 25% through the standardization of design components and the use of advanced Figma features to automate processes.
- Expanded the design team from 1 to 4 members using a skills-first approach, resulting in enhanced team capabilities. Fostered professional growth from junior to mid-level and beyond through targeted mentorship and coaching.
- Designed cutting-edge SaaS products that influenced top-level business strategy by effectively applying Google Design Sprint methodology, facilitating workshops, and best practice interface design patterns.
- Directed design efforts to create a B2B SaaS application within a 2-month deadline, securing $20M in funding for the company by tightening feedback loops, distributing the design tasks, and enhancing product-engineering-design collaboration.
- Established a knowledge-sharing practice within the design team, leading to a 25% increase in workplace satisfaction (according to regular surveys) by establishing the format and recurring internal events.

Design Lead (July 2021 – December 2021)
- Implemented a user research and usability testing practice that reduced development time by up to 30% through the continuous practice of user interviews and unmoderated usability tests.
- Based on previous research enhanced the onboarding experience, resulting in an 11% increase in conversion rate by streamlining user interactions and addressing key concerns.
- Launched and strategized a new product pilot within 2 weeks without development, generating revenue within 6 months by quickly validating market potential and customer interest.
- Introduced a product trio – product manager, designer, and tech lead – ideation format to improve cross-functional collaboration, which reduced rework time by enhancing alignment and enabling early decision-making.

Star Global

International product strategy and design consultancy, working with Fortune 500 companies as well as early-stage startups.

Lead Designer (March 2019 – June 2021)
- Shaped the vision for the user-centric transformation of a mar-tech B2B SaaS suite with over 20 products, resulting in a 25% increase in customer satisfaction and a 33% reduction in design operations costs by focusing on user needs and optimizing design processes.
- Defined the design vision for an electric fleet management platform for a Fortune 500 company, which led to the greenlighting of the entire product department by demonstrating the platform's value and potential to customers.
- Developed a design system for a suite of over 20 mar-tech B2B SaaS products, improving design consistency and efficiency by standardizing design components and guidelines.
- Mentored and coached 15 designers, resulting in enhanced excellence and professional growth by providing personalized guidance and development opportunities.
- Established a center of excellence that evolved into a strategy department, helping the company secure deals with strategic clients by providing expert insights and strategic guidance.

Senior Product Designer (March 2018 – March 2019)
- Improved task completion time in a B2B SaaS analytical tool by 16% by optimizing user workflows and streamlining interface interactions.

● Shaped the vision for multiple startups in the presale phase, leading to the signing of three major clients by effectively aligning findings from competitive research, user research and technological opportunities with client needs and market conditions.

● Co-created a user research practice within a team of 12 designers, increasing customer satisfaction by 15% through building Customer Journey Maps, incorporating feedback into design solutions and sharing the user personas across the whole product development team.

Astound digital (September 2016 – February 2018)
International e-commerce consultancy partnering with top consumer brands in the US and Europe.

Senior Product Designer

● Redesigned the experience for a B2B barber retailer, resulting in a 26% increase in sales by enhancing the user interface and optimizing the purchasing process.

● Revamped the e-commerce experience for an organic pet food manufacturer, reducing the shop abandonment rate by 16% by streamlining the checkout expeerience and improving the navigation design.

● Led the transition from a custom prototyping tool to Axure RP, achieving a 15% time savings for the UX team by adopting an industry-standard tool that enhanced prototyping efficiency.

Chativity, Design Team Lead (January 2016 – August 2016)
International social tech startup, operating in France, Netherlands and Spain

Evergreens, Product Designer (December 2013 – December 2015)
Web production studio specializing in B2B platforms.

CO-PROFESSIONAL LEADERSHIP

ADP List (Product Design Mentor, 2022 – now)   International
● Helped 35 designers advance in their careers, resulting in increased impact and improved performance, by providing practical advice and coaching.
● Recognized as one of the "Top 100 Mentors in UX Design" in 2022.

EDUCATION

Master's degree in Engineering, National Aviation University of Ukraine   Kyiv, Ukraine
Designing strategy, IDEO, 2023
UX Management: Strategy and Tactics, Interaction Design Foundation, 2024

ADDITIONAL INFORMATION

● Languages: English (fluent), Ukrainian (native)
● Hobby: calligraphy. Ranked among the top 100 lettering and calligraphy artists in the world.