

# Andrei Gorokhov

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## Summary

Product designer and leader focused on business impact. B2B, enterprise, complex data systems. Building high-stakes platforms in regulated industries. Founding designer at two #1 companies - the products, the teams, the culture. Ready for the next level of complexity and scale. Targeting Staff / Principal Product Designer, and Design Lead / Manager roles.

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## Work Experience

**Enmacc** · Munich, Germany · B2B SaaS trading marketplace for wholesale energy

**Head of Product Design, 07/2021 - 08/2025**

- Increased trade ratio +35 points (25%→60%) and cut RFQ creation time -38% (74s→46s) by redesigning core trading flows based on quantitative research, heatmaps, and JTBD mapping
- Boosted NPS +17 points (35→52 points) through end-to-end trading platform redesign. After a 4x price increase, client churn stayed below 1% - demonstrating design's direct impact on retention and revenue
- Defined and pitched a UX Vision to C-suite that reshaped the product roadmap for 12 months; introduced a scalable card architecture that unlocked new range of product categories; 5 of 17 proposed features shipped within the year, 2 showed outstanding user traction
- Built and led a high-performing design team of 4 (80% retention over 5 years); owned recruitment, onboarding, performance reviews, and culture - entrepreneurial mindset, strong storytelling, research-driven decisions, positive communication, and transparency

**Product Design Lead, Founding designer, 07/2017 - 07/2021**

- Supported platform growth from 50 to 1,000+ daily RFQ transactions - scaling to become Europe's leading wholesale OTC energy trading platform, with transaction volumes reaching multi-million-euro deals, across 27 countries and multiple energy / environmental commodities
- Built a Design System adopted across product function - reduced mockup creation time -30%, raised handoff accuracy from 50% to 95%, and established the component foundation that all subsequent platform scaling was built on
- Built enmacc's UX research practice from zero: established quantitative analytics, heatmap analysis, session recording reviews, and qualitative feedback loops via Sales; created the shared insight infrastructure that aligned product, design, and engineering around user needs

**References and recommendation letter from Enmacc CTO available**

**SIXT rent the car** · Munich, Germany · Premium car rental, mobility services

**UX Design Manager, 02/2016 - 07/2017**

- Contributed the winning UX concept for sixt.com redesign (2.5M monthly users), presented to C-suite as part of the core project team. Applied research-driven UX improvements to checkout flows to boost usability, engagement, and conversion.
- Conducted mixed-methods UX research: heatmaps, A/B tests, conversion funnels, and user demographics to identify friction points across the booking journey

- Reduced time needed to generate car image from 3 days to 3ms by replacing freelancer-heavy workflow with a real-time 3D imagery generating service

**Timeweb Data Centers** · St. Petersburg, Russia · Web hosting provider, cloud services

**Lead UX/UI Designer, Founding Designer, 04/2011 - 11/2013**

- Served as founding designer; within my tenure Timeweb rose from #13 to #1 in national hosting rating - web interfaces designed by my team were the only client-facing touchpoints
- Built and led a UX/UI team of 3 designers from scratch; defined team processes, design standards, and collaboration workflows with Engineering, and QA
- Shipped full web hosting toolset: customer dashboards, internal tools, webmail, main website, and brand assets - serving SRE, DevOps, and backend engineers as primary user groups

**Free-lance** · **UX/UI Designer, 01/2014 - 12/2015** · St. Petersburg, Russia

**MTV Russia** · **Senior Visual Designer, 03/2009 - 10/2009** · Moscow, Russia

**Oblako Studio** · **Senior Visual Designer, 11/2007 - 03/2009** · St. Petersburg, Russia

**Intermedia Cloud** · **UI Designer, 06/2007 - 11/2007** · St. Petersburg, Russia

**Prosto-R Agency** · **Visual Designer, 09/2006 - 06/2007** · St. Petersburg, Russia

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## Strengths

- Design complex systems where precision, compliance, and user trust are non-negotiable
  - Translate business strategy and user research into scalable design decisions that engineering can build and stakeholders can rally behind
  - Grow design functions: team building, rituals, design systems, processes, and influence
  - Ship enterprise products under constraints - delivering measurable outcomes with limited time and budget
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## Skills

**Languages:** English (fluent), German (B1), Russian (native)

**Tools:** Figma AI+Make, Claude, Framer AI, Miro, Tableau, Hotjar, Slack, Greenhouse, Personio, Adobe CC

**Leadership & Strategy:** Design Team Building · Hiring · Mentoring · Onboarding · Skill Mapping · Design Ops · UX Vision · OKR Alignment · Cross-functional Collaboration · Go-to-Market Design

**User Experience:** Product Design · Design Systems · UX Research · UX Writing · Information Architecture · Interaction Design · Accessibility · Cost-efficient Design Operations

**Processes & Communication:** Design QA · Stakeholder Alignment · Roadmaps · Workshops · Design Storytelling · Validation & Scoping · Prioritization · Feedback Culture · Workload Management

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## Education

ITMO University, Master's in Optical Engineering, 2002-2008 · St. Petersburg, Russia