

Victor Antonov

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Current role	Senior Product Designer at Impress
Experience	Healthcare, Personal health, Dentistry, Beauty, Agency, eCommerce
Technologies	Photoshop, Illustrator, Figma, Miro

I like to work with people who...
doing something that doesn't exist right now

Work experience

Senior Product Designer, Impress 🏢

Jun 2022 – Present (1y 2m)

Innovative Invisible orthodontists
Healthcare · Personal health · Dentistry · Beauty

- Led customer engagement design initiatives, resulting in increased user satisfaction and conversion rates.
- Developed innovative design concepts for special projects and promotional pages, driving engagement and brand awareness.
- Redesigned company website and visit booking forms, improving usability and simplifying the booking process for customers.
- Collaborated closely with analytics and development teams to ensure seamless integration of design elements and data-driven decision-making.
- Mentored and guided junior designers, contributing to the growth and success of the design team.

Head Of Design Department, Aero eCommerce Agency 🏢

Nov 2018 – Jun 2022 (3y 7m)

Agency · eCommerce

Photoshop Illustrator Figma Miro

- Led a team of designers, researchers, and design managers to ensure the delivery of exceptional design and customer experience for projects and company products.
- Successfully managed design and customer experience for high-profile clients such as Mvideo, Burger King, Lenta, Shell, Decathlon, Haier, Sberbank (main site and small business projects), Utkonos, Selgros Cash&Carry, Alrosa (B2B), and 4 lapy.

Lead Product Designer @ Beru.ru, Yandex Market 🏢

Dec 2017 – Sep 2018 (9m)

- I was leading the design team during the project launch.
- Worked on branding and product design concept
- With marketing team designed a creative concept for the loyalty program "Beru Bonuses»

Head of Design Department, Aero eCommerce Agency 🏢

Feb 2015 – Dec 2017 (2y 10m)

Agency · eCommerce

- I grew the design team from 1 to 15 people, configured processes, and led a lot of design projects. Thanks to our work, Aero has become the leading e-commerce agency in Russia.

- Online stores: Goods (now is Sbermegamarket), Media Markt, Technosila, OGO!, Techport, Kari, Alba, Altyn, Optima, 36,6, Fragrant World, Globus, Villa Kontor, Cvetochka, Santehnika Online...
- Mobile applications: Metro C&C, Cvetochks, Fragrant World, Optima
- Banks, insurance companies (corporate websites, personal accounts): Ingosstrakh, Raiffeisen (R-connect), Absolut Insurance, Technodinamika, Lokobank, Sberbank
- Design-consulting: Sokolov, TSUM

Designer, GetTaxi (Gett)

Dec 2013 – Feb 2015 (1y 2m)

- Launched and established new brands and services, including Get Taxi VIP and GetTaxi Business, driving increased customer engagement and revenue growth.
- Developed and executed strategic corporate identity and communication initiatives, ensuring consistent brand messaging across all channels.
- Provided application support for internal teams, troubleshooting technical issues and optimizing user experience.
- Led marketing communications efforts, creating compelling campaigns that effectively communicated the value proposition of GetTaxi's offerings.
- Conducted thorough market research and testing to validate hypotheses for new business lines, resulting in successful expansion opportunities. Please note that while these bullets have been rewritten to be more concise and compelling, they still accurately convey the original points provided.

Art Director, Be-in.ru

Nov 2012 – Jan 2014 (1y 2m)

- Design, redesign, and relaunch the portal be-in.ru
- Analysis of user behavior, conducting A/B tests
- Creation of the concept and design of advertising special projects
- Design of landings, print materials, and SMMg special projects
- Design of landings, print materials, and SMM

Art Director, OnlineDress.ru и Odstore.ru

Dec 2011 – Nov 2012 (11m)

- We have gone from a 3d fitting room on Flash to one of the largest stores of Russian designers.
- Brand design & Photo production
- Web design
- Strategy and creative concepts

User Interface Designer, LightSoft Research

Jul 2010 – Dec 2011 (1y 5m)

Web Designer, OrangeLabs

Nov 2008 – Dec 2009 (1y 1m)

Education

DesignWorkout

Jan 2020 – Jan 2022 (2y)

Design

- Courses by Dima Barbabel — Designworkout.ru (Campus Offline, Play Type PRO, Design Workout Online)

IKRA

Jan 2011 – Jan 2012 (1y)

Digital Communication and Media/Multimedia

- Main course of IKRA school <https://ikra.global/>

MGTU STANKIN

Jan 2007 – Jan 2010 (3y)

unfinished higher education IT

- After the third year, it became clear to me — I don't want to be a CAD developer. And I started working full-time as a product designer. When my friends from the university had just finished their studies, I was a senior-level designer in the startup. So I think it was a good decision.

More about me

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Interests

- I play guitar, drums, make music
- I collect vinyl
- Designed and built a sauna and a workshop.