AKH_DIGITAL

LEAD PRODUCT DESIGNER
B2B & ENTERPRISE SAAS

/ 2026

ALEKS KHOLOPOV

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Lead Product Designer with 11+ years designing complex B2B products: BI analytics, ERP and back-office systems, B2B web ordering and document processing. Hands-on from research and user flows to final UI: designed software used by 2,200+ companies, set up a design system that 11 products run on, and cut design approval time 3× with AI-assisted prototyping (Figma Make, Claude Code). Led a team of three designers. English C2; past work for Siemens AG and TASSTA GmbH.

/ EXPERIENCE

Lead Product Designer @ ITIGRIS
2019 — Present

- Led end-to-end design of B2B and B2C products for optical retail, including the Optima BI analytics platform: research, user flows, prototypes and final UI.
- Created a design system on Element UI, ApexCharts and Ant Charts that in-house and contractor teams maintain and extend; one source of truth for 11 products.
- Introduced interactive prototypes in Figma Make and Claude Code: design approval 3× faster and fewer redesigns after release.
- Set up a product vision framework: a target-state UX shared by business, analytics and engineering, with separate long-term and sprint-ready design artifacts.
- Led a team of three designers (in-house + outstaff): hiring, onboarding, mentoring and design reviews.
- Delivered brand guidelines, corporate and product websites; ran internal lectures on product design.
- Designed Alcon's "MoiGlaza for Business" B2B cabinet for partner opticians from scratch (10K+ MAU): ordering, pricing, promotions and reporting, plus its design system based on Alcon brand guidelines.
- Designed and validated new features inside the legacy Optima interface.

UI / UX Designer @ **Siemens AG**
2018

- Designed the workflow and UI of a web tool that lets Siemens sales engineers configure a customer's power plant in one session: location, existing equipment, load profiles, new technologies (gas engines and turbines, PV, wind, storage, chillers), simulation and financials (LCoE, WACC, renewable share) with an exportable report.
- Designed the plant configurator: equipment is dragged from a component toolbox onto a site map and connected automatically, with preset parameters per unit, user changes highlighted, and existing and new equipment visually separated.

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Senior UI / UX & Digital Designer @ **TASSTA GmbH**
2015 — 2019

- Designed the whole product family from scratch: iOS and Android PTT apps, dispatcher console and web admin panel, plus the company website and marketing materials.
- Created the design system and UI kit shared by the mobile, desktop and web clients.
- Senior designer in a two-person design team, working with a middle designer.

UI / UX Designer @ **Saprun Group**
2015

Graphic Designer @ **St. Petersburg International Economic Forum**
2015

- Indoor, outdoor and print materials for SPIEF (2015).

Graphic Designer @ **Finch Industrial Tools Russia**
2006 — 2015

- Packaging and publishing projects for hand and power tools.

/ SKILLS

Product design — complex B2B interfaces (BI, ERP, back-office, web ordering), data visualization, user flows and CJM, wireframing, interactive prototyping.

Research — user interviews, usability and A/B testing, hypothesis validation with prototypes.

Systems — design systems and UI kits on Element UI and Ant Design; ApexCharts and Ant Charts.

Leadership — mentoring, design reviews, hiring, design processes, crossteam alignment, art direction.

/ TOOLS

Figma (incl. Figma Make), Pixso, Adobe Photoshop / Illustrator / InDesign; Claude Code, Cursor, ChatGPT, Copilot; HTML / CSS / JS, GitHub; Jira, YouTrack, Notion, Miro.

/ LANGUAGES

Russian — native, English — C2, German — B1.

/ EDUCATION

- Master's degree @ **Moscow Open Social University**
  Linguistics and Cross-Culture Communication
- Bachelor's degree @ **Institute of Management and Economics**
  Linguistics and Cross-Culture Communication
- Post-Graduate Course @ **Institute of Management and Economics**
  Economics and Management in the National Economy