

# Anton Poliakov · Lead Product Designer

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## Summary

Lead Product Designer with 8+ years of experience delivering digital products across web and mobile. Expertise in design systems, UX strategy, and team leadership. Skilled in driving end-to-end design processes, from user research to prototyping, delivering measurable business impact.

Native Mobile Apps

Design Systems

CRM

User Interviews

Design Process

Research

AB-testing

Prototype

Animation

HIG

Material Guides

Data Analysis

## Core Competencies

### PRODUCT DESIGN

User Centered Design, Mobile & Web Apps, Prototyping, Wire-framing, A/B Testing, User Research, Interviews, Data Driven Design, OOD, HIG.

### LEADERSHIP & TOOLS

Management, Cross-functional Collaboration, Design Strategy. Figma, Adobe, Blender, AI.

## Experience highlights

### ROCKEN.CH — LEAD PRODUCT DESIGNER · REMOTE · APR 2024 — PRESENT

- Built and scaled the design system for Rocken.ch ecosystem.
- Designed and prepared Rocken products for launch in the German market, ensuring compliance with local requirements and user expectations.

### WORK.UA — LEAD PRODUCT DESIGNER · REMOTE · FEB 2021 — DEC 2023

- Built a cross-platform mobile application from scratch, both iOS and Android.
- Developed an applicant tracking system (ATS) from scratch, integrated into the employer section of the platform. Led the full design process: conducted user interviews, synthesized insights, prioritized ideas and hypotheses, and delivered results to customers.
- Created a browser plugin for the ATS, from ideation and prototyping.

### WORK.UA — MIDDLE/SENIOR UI/UX DESIGNER · REMOTE · OCT 2019 — FEB 2021

- Built and maintained a scalable design system for both web and mobile applications, with documentation and principles to streamline design processes and team collaboration.
- Redesigned the Education.ua website under tight deadlines, introducing a fully responsive mobile version previously missing from the product.