

Anatoly Verbitsky

Principal Product Designer

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Experience

Alibaba group • Principal Product Designer

Jun 2021 – Present • #marketplace, #e-commerce • 10m DAU

- Creating UX of AliExpress Business product from conception to launch as the only designer;
- Leading on strategic decisions around the future direction of AliExpress Business product;
- Collaborate with product managers, engineers, UX researchers and content strategists;
- Guiding and mentoring other designers to promote design excellence in craft and process;
- Restructuring core design system & improving handoff to developers;
- Art directing the process and visual style of landing pages for AliExpress Business.

Yoomoney ex. Yandex.Money • Senior Product Designer

Apr 2019 – Jun 2021 • #fintech #payments • 10k MAU

- Designing core payment applications and services;
- Leading the design of Yandex.Checkout Mobile App;
- Setting up B2B Design system;
- Designing open-source ready-made mobile payments SDK;
- Onboarding and mentoring designers.

Elisoft • UX/UI Designer

Jul 2016 – Apr 2019 • Sports betting • 100k+ customers

- Building design strategy and vision with stakeholders;
- Creating Design system;
- Designing internal CRM, website and mobile apps;
- Researching and Competitors studies.

[More on LinkedIn](#) →

Education

Bachelor's degree in Computer Engineering

2014 – 2018 • Tomsk State University of Control Systems and Radioelectronics

About me

I am: Integrating mindfulness, empathy & business vision in crafting accesible interaction & experiences.

Prototyping: Rapid prototyping using Figma & Invision • Interactive flow with HTML/CSS/JS/React

Research: Data analysis • Task analysis & persona hypothesis • Competitors studies • A/B Testing & Experiment • Cognitive walkthrough

Collaboration: Organizing workshops • Facilitating design critique • Working cross functional • Self Starter • Detail oriented • Testing production redlines • Flexible • Communicative

Languages

English – B2 • Russian – native • Italian – A2