

Alexander Savchenko

SENIOR PRODUCT DESIGNER · DESIGN SYSTEMS · 0→1 · GROWTH DESIGN

Senior Product Designer with UK ILR and 13+ years of experience across B2C web and mobile products. 8+ years in senior and lead roles across fintech, telecom and real estate, specialising in design systems, growth and 0→1 products.

Portfolio: alexsavchen.com · **LinkedIn:** linkedin.com/in/sunnyzlo · **Email:** alexsavdesign@gmail.com

WORK EXPERIENCE

Senior Product Designer at Worldpay, London (via Adecco), May 2025 – Present

- Leading a cross-platform design system across Worldpay payment products.
- Designing scalable components and tokens for web, iOS and Android.
- Covering SMB, POS and online payment experiences at enterprise scale.
- Driving design system adoption across 20+ product design teams.



Lead Product Designer at Domclick, Jul 2022 – October 2023

- Led UX of homepage and core screens across web and mobile.
- Increased key conversions by 8% through research and A/B testing.
- Drove a 15% increase in purchases by redesigning property development journeys.



Founding Product Designer at PetSet (Beeline by Veon), Jan 2021 – Jul 2022

- Designed an award-winning pet app, reaching 100K downloads in 6 months.
- Optimised onboarding, increasing registration rates by 2.5x.



Lead Product Designer at Beeline by Veon, Aug 2018 – Jan 2021

- Led B2C web design for a telecom serving 50M customers.
- Built a design system cutting costs 4x; launched products growing the base by 11%.



Product Designer at Beeline by Veon, Jan 2013 – Aug 2018

- Redesigned high-traffic interfaces, boosting sales by 9%.
- Revitalised Convergent Tariffs, doubling new connections to 1M in 5 months.

VOLUNTEERING

😊 **Design Mentor** at Adplist.org, Jul 2022 – Present

Mentored 80+ sessions, ranked in the top 10% of a global mentor community.

b Design Lecturer at The British Design School, Nov 2022 – Jan 2023

Taught an intensive UI/UX course on text integration and onboarding design.

RECOGNITION

UK Global Talent endorsement, 2023 · Gold Winner, Indigo Design Awards (3 categories), 2023 · Certificate of Honour, Ministry of Digital Development, 2020

SKILLS

Design: Design Systems · Design Tokens · Product Strategy · Design Leadership · Interaction Design · Prototyping · Visual Design · UX Research · Usability Testing · A/B Testing · Growth Design

Technical: HTML · CSS · Python · Web Analytics

AI WORKFLOW

AI-assisted prototyping · Design-to-code · Product development · Codex · Claude · Cursor · Figma Make · Figma Agents

KEY TOOLS

Figma · Adobe CC · Recraft · Miro · Jira · Confluence

EDUCATION

Radio-Electronic Systems Engineering at Moscow Aviation Institute.

LANGUAGES

English: Advanced (C1) · **Russian:** Native (C2)

SIDE PROJECTS & INTERESTS

Building and shipping independent iOS & web products · Photography · Architecture · Birdwatching