LEONID ZUEV

Product Designer | UX/UI Designer

Saint Petersburg | Remote | Ready to Relocate

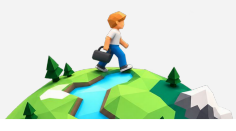


2+ years of experience | B2B SaaS | B2C. End-to-end product design: UX research, customer development (CustDev), user scenario analysis, customer journey maps (CJM), Jobs to Be Done (JTBD), UX/UI, prototyping, design systems, usability testing, and developer handoff.

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Portfolio

leonzuev.site



Notion | Behance

Work experience

Builddocs - UX/UI Designer

June 2025 - Present

- Designed and led the redesign of key B2B SaaS product interfaces using analytics, user research, and testing: workflows for completing the shared work log, the cover page and journal sections, and the corporate website
- Initiated and implemented an atomic design system with design tokens, a component library, and guidelines. Reduced design time by 30% and decreased design and development errors.
- Designed a new subscription payment flow for a pricing model transition, delivering an additional 10% in annual revenue
- Reworked company registration: replaced filling in a PDF and emailing it with a familiar step-by-step authorization flow, reducing registration time by 60%
- Designed and built a new Tilda-based ecosystem service to attract customers, diversify the product, and create an additional revenue stream
- Redesigned the company identity: created a logo, brand book, visual system, and document and presentation templates to increase brand recognition and communication consistency

Palindrome - UX/UI Design Intern

March 2025 - June 2025

- Animated the homepage of one of Russia's largest agricultural holdings, improving visual appeal and strengthening the brand's competitive positioning
- Adapted homepage layouts for mobile devices, ensuring animations were implemented correctly and reducing development errors.
- Optimized the design system using Variables and component states, improving interface consistency and speeding up the design process
- Designed and built a Tilda website template for entrepreneurs as part of a design team under the art director's guidance.

BIA Technologies - UX/UI Design Intern

January 2025 - March 2025

- Designed a B2B driver request management interface for managers at Business Lines, creating a topic hierarchy and administration tools for faster answer lookup.
- Designed an internal B2B email interface for managers and contractors, giving managers transparency into workflows and the ability to analyze them
- Created a UI kit based on Chakra UI and AG Grid, aligning the design with the development stack and speeding up interface implementation.

Education

Master's - ITMO University
Product Design 2024 - 2026

Bachelor's - UNECON
International Regional Studies 2020 - 2024

Hard skills

Figma

desktop UI | mobile UI | web design | responsive UI | vibecode | atomic design | animation | prototyping | design system | auto-layouts | design tokens | UI-kit | components | grids | UX heuristics | Developer handoff

Product Design · UX Design · UI Design · Desktop UI · Mobile UI · Responsive Design · Vibe Coding · Atomic Design · Animation · Prototyping · Design Systems · Auto Layout · Moodboards · Design Tokens · Grid Systems · UX Heuristics · Developer Handoff

AI tools

Web dev

Graphics & editing

Tilda · HTML/CSS · VS Code · Codex · ChatGPT · Photoshop · Illustrator · After Effects · Blender

Research

In-depth interviews | Competitor analysis | UX hypotheses | Jobs To Be Done | CJM | Userflow | AI-assisted insight clustering and analysis | Usability testing

User Interviews · Competitive Analysis · UX Hypotheses · Jobs To Be Done (JTBD) · User Stories · Customer Journey Mapping (CJM) · User Flows · Insight Clustering · AI-assisted Research Analysis · Usability Testing

Soft skills

User-centered product thinking	🇷🇺 native
Understanding business goals and solving them through design	🇫🇷 B2
Autonomy and a structured approach to research and UI design	🇬🇧 B2
Communication and teamwork	🇩🇪 A2

Product Thinking · User-Centered Design · Business-Oriented Design · Problem Solving · Autonomy · Systems Thinking · Working Under Uncertainty · Time Management · Английский B2 · Французский B2