Fedor Andryushin

Senior Product Designer

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Senior product designer with 6 years of shipping web and mobile products end-to-end — from discovery and user research to launch. I work in cross-functional teams with engineering and product, build design systems from scratch and prototype in code with AI, so ideas reach real users in days, not weeks.

EXPERIENCE

Oxolo — Senior Product Designer
Oct 2025 – Present · Hamburg

- Led product design end-to-end for an AI voice-documentation platform — web, iOS/Android and tablet.
- Took the product from zero after the April 2026 pivot: site reports take 5 minutes instead of 2 hours, and first customers signed while it was still a prototype.
- Designed a feature that, while still in beta, helped close two deals.
- Designed the field app — mobile went from 21% to 58% of all reports in 4 months; monthly users grew 8x.
- Cut rage clicks by 59% by reworking key flows across web and mobile.
- Built the Oxolo design system from scratch (164 tokens) and designed 380+ screens with every state.
- Set up an AI workflow with Figma MCP and Claude — designs turned into coded prototypes.

Formary — UX/UI Designer
May 2024 – Oct 2025 · Stuttgart

- Sole designer of a B2B configurator for custom thermoformed parts — research, UX audit, IA, UI, design system and handoff.
- Cut task time by 35% and errors from 3.1 to 1.7 per session by restructuring the ordering flow.
- Built a component-based design system with variables and variants to speed up prototyping and handoff.
- Raised ease-of-use to 8.5/10 through usability testing and iteration.

Higher School of Economics — UX/UI Designer
Jan 2023 – Apr 2024 · Moscow

- Designed a reading game for children with dyslexia together with 40+ linguists and neuroscientists.
- Applied accessibility and cognitive design principles to readability, navigation and engagement.
- Tested prototypes with children and educators — after testing, children completed tasks 52% faster.

Watt Production — UX/UI Designer, part-time
Jul 2023 – Dec 2023 · Moscow

- Designed UI for the largest interactive exhibits at the "Russia" Expo at VDNH — 18M+ visitors.
- Raised return interactions by 36% by refining visual hierarchy and clarifying interactive elements.
- Worked with 3D and motion teams to bring UI into immersive large-format installations.

Freelance — Product & Web Designer
2021 – 2023 · Remote

- End-to-end design for clients across industries: 2 mobile apps, 5 websites and 2 landing pages.
- Raised client conversion by 22% on average; cut approval cycles by 30% with clearer wireframes and flows.

Park Production — UX/UI Designer
Feb 2021 – Dec 2021 · Moscow

- Designed and coded the studio website in HTML, CSS and JavaScript, without frameworks.
- Time on site +79%, traffic 2.7x, homepage bounce rate -42%.

Fluffy Fluffy — Brand & Web Designer
May 2020 – Sep 2023 · Moscow

- Built the brand from scratch — logo, visual language, packaging and guidelines — for a dessert chain that grew to 16 locations.
- Grew Instagram from 1.2K to 40K with motion ads and reels; led the design team during expansion.

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SKILLS

Product	Product discovery · User research (qualitative & quantitative) · Usability testing · UX audits · Competitive analysis · Product analytics & A/B tests · User journeys & flows · Information architecture · B2B SaaS · Consumer apps
Design	UI & visual design · Interaction design · Web & mobile product design · iOS & Android guidelines · Design systems & design tokens · Wireframing & prototyping · Responsive design · Accessibility (WCAG) · UX writing · Branding
AI	Designing AI & LLM features · Voice UI · AI-assisted prototyping in code · Figma MCP + Claude · Cursor · ChatGPT, Codex · Working with AI agents
Collaboration	Cross-functional work with engineering and product · Stakeholder management · Workshop facilitation · Presenting and defending design decisions · Mentoring designers · Leading small design teams · Conflict mitigation · Visual storytelling
Code	Front-end fundamentals: HTML, CSS, JavaScript, React · Three.js, p5.js
3D & motion	After Effects · Lottie · Hype · Spline · Blender · Unreal Engine 5
Tools	Figma (components, variables, auto layout) · FigJam · Storybook · PostHog · Maze · Webflow · Framer · Jira · Notion · Miro · Slack · Illustrator, Photoshop · Midjourney, Runway

EDUCATION

M.A. Expanded Media Hochschule Darmstadt — Grade 1.4 — German scale, 1.0 is best

B.Sc. Digital Design HSE University, Moscow — Grade 1.7 — converted to German scale

LANGUAGES

English — C1 (IELTS 7.5) · German — B2 (C1 in progress) · Russian — native