

Design Lead & Lead Product Designer at the Moscow Region Social Programs Foundation

Since September 2017

Managed the end-to-end design process for the foundation's digital products — from concept and strategy to UX/UI design, prototyping, and design system development.

— Designed the nationwide charitable platform “Ryabinushka” (Little Rowan) in partnership with Wildberries and Ozon, covering UX/UI design, visual identity, prototyping, user testing, and product launch.

— Designed the UX/UI and information architecture for the social network of the Moscow Region branch of the Union of Women of Russia — a platform connecting more than 10,000 active members across the region.

— Created the concept and design system for the annual charity running event “Puls Dobra” (Pulse of Good) — in 2025, the event attracted more than 1,300 amateur runners.

Design Lead & Lead Product Designer at Prjamaya Rech (Straight Speech) Cultural and Educational Platform

Since August 2014

Led the end-to-end design of Prjamaya Speech's digital products for 11 years — from UX research and strategy to prototyping, UI design, design specifications, and implementation reviews. Delivered three major website redesigns, launched the European version of the platform, integrated ticketing services, and created digital products including iOS and Android mobile apps and an online school.

— Supported Prjamaya Rech's expansion into the European market during the latest redesign: designed a dedicated website version for European audiences and restructured the information architecture, shifting the product focus from the homepage to individual lecture and course pages as primary entry points and conversion drivers.

— Integrated multiple ticketing platforms into the website, including seat selection and online payment flows.

— The redesigned Moscow version increased CTR by 280%.

— Within the first two months after launch, the European version outperformed the Russian version across all key metrics by 6x and continues to lead.

— Introduced AI-powered content production automation for social media, increasing organic traffic to the lecture platform's Telegram channel by 3.5x.

Design Lead & Lead Product Designer at the Federal Notarial Chamber of Russia

October 2011 – June 2023

Led the design of the digital transformation of Russia's notarial system, shaping the entire digital ecosystem — from information architecture and user flows to final UI design, design specifications, and collaboration with development teams.

— Led the design of the entire notarial digital ecosystem, including the Federal Notarial Chamber website, 84 regional chamber websites, notary and citizen portals, internal services, and document management systems — unified through a comprehensive design system.

— Created the official visual identity mark of the Russian notarial system, which became mandatory for all notarial chambers and notaries across the country.

— Developed a unified design system and comprehensive documentation for development teams across all Federal Notarial Chamber departments.

— The work contributed to a higher share of positive media coverage about the notarial system and helped transform public perception of the institution — from a bureaucratic organization into a modern digital service. The vast majority of users responded positively to the new digital services.



Andrey Bogomazov

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Product Design Lead

I tackle challenging problems, ask the right questions, explore possibilities — and turn ideas into products that work.

Throughout my career, I've worked on everything from early-stage startups to large-scale government systems. I design digital products, build scalable design systems, help teams improve their processes, and bridge the gap between design and business.

Open to new opportunities — from short-term engagements to long-term collaborations.

Skills

Product Design · UX/UI Design · Product Discovery · Product Strategy · User Research · Information Architecture · User Flows · Customer Journey Mapping · Prototyping · Design Systems · Design Thinking · Product Analytics · A/B Testing · Growth Design · Conversion Rate Optimization (CRO) · Personalization · eCommerce · SaaS · CRM · Design Leadership · Design Direction · Design Processes · Cross-functional Collaboration · Stakeholder Communication · AI-powered Products · Generative AI Tools · Prompt Engineering · AI-assisted Design & Development · Complex Digital Ecosystems · Digital Transformation · B2B & B2C Products · EdTech Platforms · Social Impact Products · AI Products · Figma · Adobe Creative Cloud · Lottie · WordPress · Elementor

Art Director & Lead UX/UI Designer at Mikhailov & Partners Communications Group

February 2010 – December 2022

Led the design of web interfaces and digital products for Russia's leading strategic communications group and its clients. Managed the full design cycle — from UX research and prototyping to final UI design, design specifications, and implementation reviews.

- Designed the UX/UI and information architecture for the corporate website of Mikhailov & Partners Communications Group.

- Designed web interfaces and digital products for Russian Railways (RZD) and Rosneft.

- Served as Design Director for the Moscow Financial Forum organized by the Ministry of Finance of the Russian Federation for several years in a row, leading the visual concept, event identity, and digital experience. During the forum, managed real-time website updates and ensured uninterrupted operation of digital services across all venues.

Lead UX/UI Designer for clients including Manpower, WPP, Russian Railways, Rosneft, Severstal, Svyaznoy...

November 2002 – April 2020

Led the design and launch of digital products for companies across multiple industries, including international HR, retail, education, and digital agencies. Managed the full product design cycle — from UX research and prototyping to UI design, design specifications, and implementation reviews.

- Designed and launched the corporate website and intranet portal for ManpowerGroup Russia — recognized by the global headquarters in the US, with significant growth in applicant and recruiter traffic and conversion rates.

- Developed a unified brand identity and website system for Becker Professional Education (US), scaled across all group brands.

- Led and delivered 60+ web projects within WPP Group for global brands including Citibank, IBM, Microsoft, Sony, Toyota, and Nestlé — earned two promotions within two years.

- Designed the UX/UI for Svyaznoy's corporate portal and developed visual concepts for key corporate events.