

Rodion Alifanov

Lead UX Designer

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Over 10 years of professional experience conducting UX research and designing interactive end-to-end user flows. I've worked with top end companies in such domains as oil & gas, e-commerce, PIM/DAM, Insurance, retail, financial sector and gambling.

Experience

Lead UX Designer EPAM Oct 2018 – Present	Facilitated the client's product vision by sketching, prototyping and user-testing experiences for digital products. I have also communicated my ideas and prototypes with developers to be successfully implemented. I've been also been able to conduct extensive UX testing which included, writing scenarios and creating user profiles.
UX Designer Technodom Operator 2017 – 2018	User Experience Designer, Technodom Operator Design, development and support of company sites, retail stores, investment platforms and social services.
Lead UI Designer 858 Graphics 2013 – 2016	Created extensive amounts of key visuals for websites. Started and led a team of UI designers for internal service (CRM) whose main focus was maintaining and booking orders, helping the company increase their productivity by almost 200%.
Graphic Designer Freelance 2007 – 2012	As a freelance graphic designer, I created visual concepts and designs tailored to clients' needs, working on projects like logos, branding, marketing materials, or digital graphics. My role combined artistic vision with strategic problem-solving, offering flexibility and variety.

Education

Bachelor of Philology and Sociology Kazakh Ablai Khan University of International Relations and World Languages 2001 – 2005
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Skills

Product discovery	UI design
Business analysis	Interaction design
UX research	Design system
User testing	Design sprints
Customer journey mapping	Workshop facilitation
Information architecture	A/B testing
Wireframing	
Prototyping	