

# Konstantin Krichko | Product Designer

## ABOUT

- A Digital Product Designer with an engineering foundation
- Earned 5 patents and contributed to an award-winning banking app
- Cofounded and previously led a thriving B2B e-commerce startup
- Excel in interpersonal interactions, driven by passion and a creative intellect brimming with fresh ideas
- Design goes beyond just looks. Design is an effective tool to improve user satisfaction and contribute to a business's success. Strive to create designs that accomplish both

## PROFESSIONAL EXPERIENCE

### Product Designer | ORTCO Dental clinics

2023 — Current

- Initiated a design thinking culture at ORTCO, with a primary focus on LTV, retention and conversion rates metrics
- Conducted thorough user research leading to a notable 5% increase in customer retention and a 10% improvement in conversion rate
- Devised user-friendly wireframes, and designed visually captivating web pages. As a result — 4% upswing in customer acquisition

### Product Designer | Alfa-Bank (Belarus) — the biggest commercial bank in Belarus with 800k clients

2019 — 2023

Led UX enhancements and drove product growth for Alfa-Bank, Belarus as Product Designer; accomplished the following:

- Led the design of the award-winning InSync App, serving 800k+ users, resulting in a 40% increase in user engagement and a 25% decrease in customer churn
- Developed Web INSNC, a user-friendly web version of mobile app, resulting in a 50% increase in user adoption and a 20% boost in monthly active users
- Created a comprehensive Design System with 2,000+ elements, reducing development time by 60% and ensuring consistent brand experience across all digital channels
- Simplified ATM bank interfaces, improved accessibility metric by 65% and task completion time by 72%
- Designed and drove the vision and implementation of features and loyalty program, delivering the project

### CEO & E-commerce Lead | Babilon B2B E-commerce Startup

2013 — 2019

- Incorporated CX and UX expertise to drive business growth, leading to a 8% increase in retention rates
- Implemented a content plan and SEO optimization, boosting conversion rates by 15%
- Established an effective logistics chain, reducing company expenses by 36%
- Led the 10-person team to surpass business targets, ensuring customer satisfaction and driving a remarkable 30% annual revenue

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## EDUCATION

**Web and Mobile Apps,**  
**UPROCK Design School**  
— Current

**UX Design,**  
**WDI Design School**

**Web Design Intensive,**  
**WDI Design School**

**Postgrad student,**  
**Mechanical Engineering,**  
**Belarusian National**  
**Technical University**

**Bachelor's degree,**  
**Mechanical Engineering,**  
**Belarusian National**  
**Technical University**

## MAIN SKILLS:

**Product Design, User Experience Design (UED), Human Computer Interaction, Wireframing**

## ADDITIONAL SKILLS:

Adobe Creative Suite, A/B Testing, CSS, Customer Journey Mapping (CJM), Data Visualization, Design Research, Design Systems, Design Thinking, E-Commerce, Figma, FinTech, Front-End Development, Google Analytics, Google Material Design, Graphic Design, HTML, Information Architecture, Interaction Design, iOS Design, Motion Design, Presentations, Product Development, Product Management, Project Management, User Experience (UX), User Flows, User Interaction, User Interface Design, User Interviews, User Research, User Stories, User Story Mapping, UX Research, Visual Design, W3C Accessibility, Web Design, Web Standards