



Alexander Machugovskiy

Design Leader, 20 years of experience

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EXPERIENCE

Design team lead • Jul 2024 – Jun 2026

InvestEngine UK • £650 million → £3 billion AUM.

- MoneyWeek, Finder, Which? awards. TrustPilot rating 4.5 → 4.7
- Built and scaled the design team from the ground up, hiring and mentoring 6 team members. Shaped culture and cross-functional collaboration in a fast-growing fintech company.
- Increased team productivity by 50% (measured in story points), while improving design consistency and quality.
- Established data-driven design practices, usability testing, and AI-assisted communication design workflows.
- Designed complex workflows, use cases, customer journeys and future product concepts.

Interaction/Product designer • 2023 – 2024

Contract work • Leading design in multi-product companies.

- IA/UX/UI design for online services and mobile apps. Fintech clients: WeavePay (UK), Unlimit (Cyprus), Yandex B2B.

Lead product designer • Jan 2022 – Jan 2023

Ingos Investments • Leading design across multiple products.

- Management and planning, ideas generation, mentoring, hiring, interacting with over 30 coworkers on a daily basis.
- Research, innovations, interactive prototyping, user testing.
- FinTech mobile apps: UX/UI, copywriting, design system.
- Web: design reviews, interface terms and tone of voice.
- Result: designer-to-developer ratio has halved, delivery speed was increased.

Lead UX/UI designer • Jan 2021 – Jan 2022

Open Investments • increased onboarding conversion by 750%.

- Marksw Webb, Tagline, GoldenWeb awards: best UX/usability.
- Ideation, presentations, mentoring, setting tasks for R&D.
- Research, data mining (400k clients), personas, user flows, user scenarios, CJMs, interactive prototyping, user testing.
- Web (desktop and adaptive): UX, UI kit, developers support.
- Messaging and copywriting, tone of voice.

Senior UX/UI designer • Apr 2015 – Jun 2017

Acronis • Designed the flagship product across 4 releases.

- PCWorld, PCMag editor's choice: best data-protection software.
- Responsible for desktop software suite including Acronis True Image for Windows (500k customers, 17 languages). Attended to Acronis Backup (SaaS), mobile and web services design.
- Prototyping and user testing, a study of user feedback from different countries, close cooperative work with QA and localisation departments, guidelines support, and branding.
- Result: the concept of user-centred design was put into practice, and processes for effective interaction in multidisciplinary teams were built.

MANAGERIAL SKILLS

- Cross-team planning, multi-disciplinary communications with specialists from different fields.
- Drawing up a product roadmap, defining the MVP, managing risks.
- Hiring, team leading, mentoring.
- English: C1. Presentation skills.

DESIGN SKILLS

- Full-scale system design, from information architecture and user stories to design system, visual aesthetic and art direction.
- Interactive prototypes, usability tests and research.
- Deep understanding of possibilities and limitations of frameworks and technologies.
- Programming experience, AI

SOFTWARE

Claude, Figma, Adobe Illustrator, Photoshop, Sketch, ProtoPie, InVision, Final Cut Pro X, Motion, Jira, Asana, Slack, Confluence, WebGL.

EDUCATION

- State University of Electronics and Mathematics, master in AI and software design.
- Fine art school (drawing, painting, sculpture, art history).
- Additional training: UX Design courses at Strelka Institute (Apple and Medium instructors).

HOBBY

- Visual effects programming in limited size (demoscene, size-coding), computer art festivals.
- Healthy lifestyle.

AWARDS

- 2025: Finder Awards 'Best trading app' (InvestEngine).
- 2021: Tagline Awards 'Best UX' (Open Investments app).
- 2016: 4NEWS.IT 'Best Backup Software' (Acronis True Image).