

Alexey Novichkov

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Summary

I am a product designer, interested in tools for creativity, productivity, and collaboration. I have 10 years of experience (a total of 15) working with software products for B2B.

I also launched my small commercial product as a side project. A text editor with proofreading capabilities, and an auto-typography tool.

Experience



Design Lead

Buddy.ai

Jun 2022 - Present (1 year 9 months)

Owner

Optima text editor

Jan 2016 - Present (8 years 2 months)

<http://getoptima.ru/> — It is a desktop text-editor that I design, code, and support by myself. It has proofreading capabilities, auto-typography tool, and it works with markdown.

Art-director & Designer

Finolog

Mar 2016 - Jan 2022 (5 years 11 months)

Finolog is an accounting service for small businesses. It aggregates all the money flows in one place and predicts cash gaps. It automatically loads transactions from bank accounts and shows the complete financial picture of the business.

I was the sole designer in the early stages of the company. We worked as a tiny team, so responsibilities were wide. I did: product design, promo and landing pages, and some front-end development. I wrote the first set of articles in our help center — there wasn't customer support as a separate department.

Later I started working on onboarding. I interviewed customers who recently converted and made several conclusions about why they bought our product and outlined users' goals. Then, with our junior designer, we created onboarding instructions. We used Intercom's "Product Tours" to deliver these instructions to users.



Lead Designer

Megaplan

Nov 2014 - Mar 2016 (1 year 5 months)



Product Designer

Megaplan

Jan 2012 - Nov 2014 (2 years 11 months)

Megaplan is a CRM and task and project management software. I came as a UI designer and worked at the CRM part of the product. In the first year, I redesigned user interfaces of CRM.

Then I moved to a team working on Zettaplan (initially Megaplan 2) — it is an attempt to create a modern, streamlined version of Megaplan. It focused on contextual communication and has an inbox that allows you to view notifications and reply to them like in good mail client. But instead of letters inbox shows you tasks, discussions, projects, and clients. Zettaplan helps to organize a company's tasks, projects, and communication. It also has a personal planner and calendar.

User Interface Designer

Allegro Mail.Ru eCommerce Group

Oct 2010 - Dec 2012 (2 years 3 months)

I worked on UI for e-shops and their management tools.



Web Designer

Freelance Web Design & Development

Sep 2007 - Dec 2009 (2 years 4 months)

Education



Voronezh State Technical University

Diploma, Information Systems and Technologies

2002 - 2007

Skills

Product Design • User Interface Design • Front-end Development • Art Direction • JavaScript • React.js • Vuejs • Webpack • User Interface Prototyping • Writing Ru