



Herman Lewandowsky

Experience

Product Design Lead

📄 Prisma Tech - dev & launching of IT products from 0 in the field of B2B sales, loyalty programs, gamification
📅 2024 - now
📍 Remote

- Managing a design team of 3–5 people: mentoring, 1:1 sessions, reviews, hiring, onboarding.
- Collaboration with the Product Owner and developers at all stages of the release.

Recent independently completed projects:

- BI Group — mobile app (gamification and loyalty program): +10% daily retention, +3% sales.
- App to reduce Utilization Rate for the largest supermarket chain in the CIS (under NDA).
- Mini-apps for Telegram (under NDA): +14% penetration into the main app.
- Gamification system for an e-sports app (under NDA): +16% MAU, +18% penetration into the main app.

Senior Product Designer

📄 XLA - Xsolla - Service for receiving payments in online games XLA - was an RnD department
📅 2022 - 2023
📍 Kuala Lumpur

- Conducting market and competitor research.
- Developed, together with the team, a cloud-based 3D procedural generator that optimizes memory usage.
- Integrated the solution into the internal production pipeline for clients, which increased the speed of model creation for marketing tasks by 75%.
- Project management: sprint planning (Jira, stand-ups, retrospectives, etc.).

Senior Product Designer

📄 Uchi.ru - No1 school edtech platform in Russia & CIS
📅 2019-2022
📍 Remote

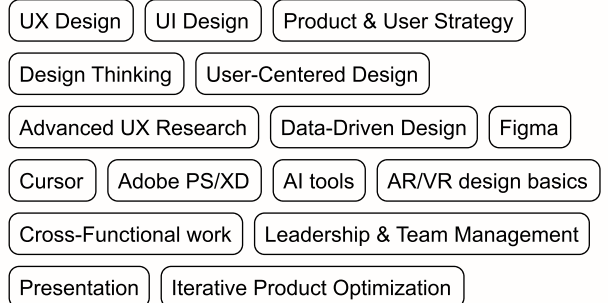
- Data-Driven Design: designed engagement and gamification features for students (+16% ARPU, +5% yearly LT).
- Conducted discovery research — 60+ interviews with children, parents, and teachers to validate hypotheses and refine the product.
- Implemented A/B tests.
- Provided mentorship and product evaluation for a team of 5 graphic designers.
- Maintained design system consistency and improved UX/UI to increase product NPS.
- Actively participated in sprint planning (Jira, stand-ups, retrospectives, etc.).

Senior Product Designer

📄 Grabr.io - is a platform where shoppers can buy products with International P2P Delivery realized by tourists
📅 2018-2019
📍 San Francisco (Remote)

- Improved user and product flow (+12% GMV — the product's key metric).
- Created a modular design system in Figma, which accelerated the team's workflow.
- Conducted UX research, including hallway testing, reducing user errors by 15%.

Skills



Summary

Lead Product Designer with 10+ years of experience in digital products. Led design teams of up to 5 people, building end-to-end processes from product discovery and CJM to design systems and developer handoff. By optimizing key user journeys, improved conversion rates by 5-15% and retention by 10-25%, while reducing time to market and design effort by 10-20%

English - B2

Education

Generative AI for PM

Coursera 2024

Customer Development

Zamesin course 2021

Go-practice

Simulator for Learning Data-Driven Product Management 2017

Bachelor of Engineering & Master of Engineering

Moscow State University of Instrument Engineering and Computer Science 2008-2013

Links

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- 🌐 LinkedIn: [hlevandovskiy](https://www.linkedin.com/in/hlevandovskiy)
- 🌐 Behance: [hlsimpo](https://www.behance.net/hlsimpo)
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