



Aleksandr Borisov
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Product Designer

Product Designer with 10 years of experience in SaaS and AI, focused on growth-driven UX/UI and conversion optimization. Over the past 5 years, I've helped startups scale products from MVP to five- and six-figure recurring revenue, leading the design process from concept to launch.

Work experience

MarsX

Aug 2023 - Jan 2026

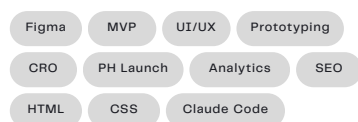
Product Designer

Startup studio launching and scaling multiple SaaS and AI products in parallel.

Key achievements:

- Scaled multiple products from early MVP stage to stable five- and six-figure monthly recurring revenue through strategic marketing site and core product redesigns.
- Led comprehensive marketing site redesigns that increased conversion rates by 30+% and reduced pre-sale support requests by 40%+ through clearer value communication and streamlined onboarding.
- Owned full design lifecycle: user research, wireframing, high-fidelity UI, front-end implementation, and live deployment with HTML/CSS/JavaScript/Tailwind.

Skills



Instadapp.io

Feb 2021 - Apr 2023

UI/UX Designer

Instadapp is a leading decentralized finance (DeFi) platform enabling users to manage and optimize crypto assets.

Integrated new protocols while maintaining platform stability and system constraints. Conducted usability audits to improve UX and led MVP design for new desktop and mobile DeFi products. During this period, the platform grew 10x and secured \$10M in Series A funding.

Skills



LAD Network

Jun 2020 - Apr 2021

UI Designer

The company develops browser extensions, including ad blockers, VPNs, and reading tools. I was involved in UI design, landing page design, branding, and marketing design.

Light-tech.io

Nov 2018 - Mar 2020

UI/UX Designer

Designed and improved WIX website builder extensions, including app interfaces, redesigns, testing, compliance with platform guidelines, and promotional materials.

Education:

Skillbox "HTML + CSS"

Jun 2024 - Dec 2024

Skillbox "UX Design"

Dec 2022 - Jun 2023

Skillbox "Web Design PRO"

Mar 2018 - May 2018

About me:

I'm a husband and a proud father of a beautiful daughter. I love traveling, listening to music, and enjoying mate and wine. Last year, I launched my solo project in the wine tourism niche - Winery-Hotels.com. Recently, I've also gotten into vibe coding as a hobby, alongside listening to startup podcasts.

Languages:

Russian

English (B2+)