Anton Lebedev

Senior Product Designer, Complex Workflows for Investment Firms

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Summary

Senior product designer for investment firms, where compliance rules, multi-role permissions and edge cases collide and still have to ship. Three years leading design at an alternative-investments platform. Ten years before that leading construction teams on $300K to $3M projects. I prototype in code with AI to find out what works before engineering commits to it.

Experience

Career break, professional development Dec 2025 – Present

- Built a token-based design system that re-skins to a new brand without a rebuild and serves as the base for prototyping product flows.
- Built an AI design-build workflow, Figma to production: Claude Code, custom agents, Cursor, GitHub, Next.js, Tailwind.
- Shipped Abyssal Pioneer solo in **3 days** and disproved its core hypothesis within a day of launch.
- Designed and coded my portfolio site from scratch.

Product Designer, Alternative Investment Exchange (AIX) Oct 2022 – Nov 2025

Greater Philadelphia. B2B platform for alternative investments. Six user roles, multiple compliance layers.

- Led a 3-person design team. Hired and mentored an intern, mentored a designer, and ran hiring, performance reviews and design reviews.
- Redesigned the multi-role subscription workflow in three releases, aligning compliance, operations and the business. Not-in-good-order rate fell from **~8% to under 1%**, support calls dropped **~4x**, and user adoption rose **~20% in a year**.
- Recreated the design system from scratch in Figma and aligned it to engineering's component library. Moved the team off Adobe XD. Design throughput rose **~50%**, and late-stage rework stopped.
- Redesigned account registration to capture role, firm and delegation up front. Admin review time fell **~30%**.
- Ran design ops for 10–15 design tickets a month, mostly across separate features and workflows: intake and prioritization, a weekly cadence with product and engineering, handoff standards, and decision traceability in GitHub Projects.
- Joined product strategy sessions. Carried work from problem framing through to production.

Freelance Product Designer 2020 – 2022

- EZ Software, iOS medtech app: redesigned the clinician voice interface. Voice entry became **33% faster** than manual entry.
- Centurion, crypto-mining management web app: redesigned the dashboard and task flows with a cross-functional team. Farm configuration became **40% faster**.

Earlier career 2008 – 2020

- Project Coordinator, Rullex, 2020: cell tower construction and upgrade projects for T-Mobile, AT&T and Verizon.
- Construction Project Manager, St Petersburg, 2008 – 2018, including work for IKEA Group and Colliers International. Led engineers, architects and contractors on $300K to $3M budgets. Turned building codes into plans contractors could execute. Forecast costs within 10% of actuals.

Skills

Leadership design team leadership, hiring and mentoring, design ops, stakeholder alignment

Design product design, UX strategy, multi-role workflow design, interaction design, user research, rapid hi-fi prototyping, accessibility (WCAG)

Systems design systems, design tokens, object-oriented UX (OOUX)

Build and AI Figma, React and Next.js prototypes, Tailwind, Claude Code, Cursor, GitHub

Domain alternative investments, subscription documents, account verification, NIGO reduction, role-based permissions

Languages English, Russian

Education

Ph.D. Economics SPbGASU, 2013. M.S. Engineering, SPbGASU, 2012.

UX Design Certificate DesignLab UX Academy, 2021. AI design-build workflows certificate, Memorisely, 2026.