

Evgeny Obukhov

PRODUCT DESIGNER

www.evgeny.one ↗

obukhov.projects@gmail.com

+52 8134792542

Cancun, Mexico

Product and brand designer with 10+ years across Web3, fintech, and SaaS. Equally strong at product UX and visual identity — with a track record of owning design systems end-to-end, bridging design and engineering, and bringing clarity to technically complex products.

Experience

Alchemy | Brand Designer

JAN 2024 – FEB 2026, SAN FRANCISCO (REMOTE)

- Scaled the design system, reducing design-to-dev handoff time by ~40%
- Designed Smart Wallets onboarding prototype, simplifying complex blockchain states into a web2-style flow
- Led a UX and brand audit identifying 60+ friction points, aligning cross-functional teams on a 6-week roadmap
- Launched the Alchemy Support Hub, reducing support tickets by 40% through improved IA and self-serve UX

Hashy | Product Designer

JAN 2023 – DEC 2023, LOS ANGELES (REMOTE)

- Led 0→1 design of a multi-sided B2B/B2C SaaS platform from research through production handoff
- Uncovered that 80% of users couldn't complete core workflows — drove a full product redesign
- Redesigned onboarding and core flows, increasing sign-ups 30% in Q1

Neon Roots | UX/UI Designer

DEC 2019 – DEC 2022, LOS ANGELES (REMOTE)

- Designed Boson Protocol — a Web3 NFT commerce platform — including complex multi-state blockchain-to-UI flow mapping
- Delivered end-to-end design across multiple startup products using design sprints

Carbono Dev | UX/UI Designer

OCT 2018 – NOV 2019, MONTERREY MX

- Delivered mobile and web design across startup clients, from concept through developer handoff

Upwork | UX/UI Designer

FEB 2016 – NOV 2018, MONTERREY, MX

- Specialized in mobile app design including wireframing, prototyping, and branding. Delivered design solutions for clients across multiple industries.

Skills & Languages

Product Design

End-to-End Product Design (0→1), UX Strategy & User Research, Wireframing & Prototyping, Usability Testing, Information Architecture, Interaction Design, Design Systems & Tokens, Mobile & Web UX

Brand & Marketing

Visual Identity & Brand Systems, Marketing Design, Growth & Conversion Design

Tools:

Figma · Claude · Cursor · ChatGPT · Jitter · Rive · Unicorn.Studio · Framer · Webflow · Adobe CC

Languages:

English (Advanced)
Spanish (Intermediate)
Russian (Native)
German (Upper Beginner)

Certificates:

Aha! Product Management Professional Certificate

Achievements:

Asia-Pacific Design (Mobile Design) 2020
Adobe Industrial Design Creative Projects 2015

Education

Stroganov Moscow State University of Arts and Industry:

Bachelor of Transport Design
2012 – 2017