

# Egor Permyakov

Design Director with 12+ years of experience. I inspire and guide companies to bring their ideas to life through strategic design, branding, and intentional creativity.

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## Experience

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Since May 2021,  
JetBrains NV,  
Design Director

Over the past year, I launched a new AI product, Lighthouse, and led the redesign of Datalore. These projects increased NPS to 46% and boosted revenue by 34%. As a design director, I oversee the rebranding of visual communications for the data division, integrate AI into products, and conduct training sessions and workshops for a team of 30 people.

August 2021—  
November 2021,  
Jiffy Grocery,  
Art Director

I redesigned the brand for a food delivery service in London. I developed an advertising campaign to promote the service, which increased brand awareness by 40%. Additionally, I designed the key features for the B2C application.

February 2020—  
May 2021, AliExpress/Tmall,  
Design Lead B2B

I led the creation of a brand for local business partners, coordinating the efforts of the marketing team and external designers. The result was a tenfold increase in new stores. I also participated in redesigning the partner registration interface: conducted UX research and integrated user scenarios, which increased the conversion rate to 92%.

June 2019—  
November 2019,  
KinoPoisk,  
Lead Product Designer

I adapted KinoPoisk for Yandex Auto. I developed a promotional landing page to attract new users, resulting in a 20% increase in payments, 60% of which came from new users. Additionally, I updated the tariff presentation across all platforms.

April 2017—  
November 2019, Yandex,  
Senior Product Designer

I actively participated in the development and improvement of business services (27,000 MAU) at Yandex Market. I led the "Profit Calculator" project, which attracted over 1,000 new users per quarter and increased the number of new sellers by 9%. Design changes based on UX lab research improved user satisfaction with the interface (NPS 44%). I also mentored junior designers and participated in the Yandex Interface Development School as a design mentor, where, together with students, I developed and implemented a new product upload interface for the Market.

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December 2016— April 2017, Otkritie Bank, UX/UI Designer	I designed the interface for a web service providing tools for stock trading, analytics, and financial reporting. I conducted a redesign of the control panel, significantly reducing the time required to process a single stock transaction.
April 2016— December 2016, Urbica, Product Designer	I led the project for the geoinformation system "Business Navigator" for the Federal Corporation for the Development of Small and Medium Enterprises. I designed and developed a landing page about Moscow's ground transportation system for the "Magistral" project.
September 2012— March 2016, iSimpleLab, Head of Design	For over three years, I successfully led a team of five responsible for designing, developing, and implementing interfaces for the iSimpleBank online banking system. I designed and developed a new company website and carried out a complete system redesign.

## Projects

2023–2024, UNKE, Art Director	I developed a visual communication strategy for a new Russian women's clothing brand and conducted training for a team of five people.
2022, Comrass NFT, Design Director	I created a new brand for a financial service in the NFT market.
2018, kSence, Design Director	I designed a product from scratch and created a brand for the launch of a project in Y Combinator.

## Education

2023, University of the Arts London  
Strategic Branding Identity and Brand Experience Course

2016, The New York Code + Design Academy  
User Experience / User Interface Intensive

2013, International School of Design  
Graphic Design: Intensive Course

2007–2012, Tver State Technical University  
Faculty of Information Technology