Alexandr Barsuk

Product Design Leader

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Summary

User Experience professional with 10+ years shipping successful digital products at Citigroup, HP, TiVo, XBOX, SAP, and Amazon. Launched consumer and business-facing websites, enterprise tools, TV interfaces, and mobile applications. Currently using this experience to grow and inspire design teams to deliver intentional, informed, effective, and beautifully crafted design solutions for our customers.

Areas of Expertise

- **Design Leadership** - Realizing business outcomes by focusing on people, setting product vision, and optimization of effective processes.
- **Design Strategy** – Applying business strategy to the needs of our customers, delivering continued profitability, engagement, and growth.
- **Product Design** – Delivering world-class product design by applying decades of experience in user research, information, interaction, and visual design.

Experience

PACASO · DIRECTOR OF PRODUCT DESIGN

Remote · 05/2021 – 10/2022

Delivered UX strategies and products that increased Pacaso revenue by 800% (Source).

- **Shipped over 20 profitable projects** – Led the delivery of high-impact customer-facing features across Web and Mobile platforms, driving measurable value for Pacaso's customers and bottom line. Delivered internal tools, including Pacaso's Design System, that increased delivery speed by as much as 400%.
- **Built and led the UX Design team** – Grew the team by 300% in my first 6 months. Led the hiring, onboarding, project delivery, and career growth of everyone on my team. Built a culture of trust, collaboration, and psychological safety that produced a tight-knit, highly motivated and productive team.
- **Empowered research-driven strategy** – Hired a Director of Research and provided tools for the company to understand user needs and validate product ideas. The research-driven strategies contributed to a 10X increase in revenue year over year.

AMAZON PRIME VIDEO · SR. USER EXPERIENCE DESIGNER

Seattle, WA · 05/2019 – 06/2021

Drove and implemented e-commerce strategies for paid digital video products across myriad device types, geographies, and customer cohorts, driving 30% increase in engagement and 20% decrease in customer support call volume.

- Delivered a cross-platform and multi-device purchase management experience that reduced support call volume by 17%, translating to ~$2M/year in savings for Amazon.
- Designed the foundation for the largest Prime Video Redesign in years (a 90% overhaul), solving complex experience problems for our customers and the business.
- Defined winning customer engagement and retention strategies through close collaboration with multi-disciplinary and geographically distributed teams.

SAP CONCUR · SR. USER EXPERIENCE DESIGNER
Bellevue, WA · 10/2014 – 05/2019

Shipped experiences that provided visibility into and control over business expenses, helping travelers request, book, and expense work trips. My projects spanned Web and Mobile platforms and delivered measurable results amidst complex business and technical challenges.

- Redesigned the flight, car, hotel, and rail booking experiences for Concur business travelers, driving the CSAT up by 25%.
- Drove Design Strategy change, inspiring leadership to focus on a wholistic approach to our product suite, moving the team away from feature to future-focused design solutions
- Partnered with Research and Analytics to understand user needs, validate solutions, establish data-driven strategies, and measure success.

MICROSOFT / XBOX · INTERACTION DESIGNER
Redmond, WA · 11/2012 – 09/2014

Shipped an Emmy-winning XBOX One OneGuide experience, the Games App, and other innovative technologies.

- Partnered with User Research to gain insights into the problem spaces and test design solutions, leading to desirable, measurably easy-to-use and innovative solutions.
- Defined project goals and principles that served as a foundation for effective collaboration with product and engineering partners.
- Delivered an e-commerce experience for XBOX 360, enabling customers to purchase games, hardware, and swag directly through their gaming console.

TIVO · USER EXPERIENCE DESIGNER
San Jose, CA · 09/2008 – 10/2012

Spearheaded multiple tivo.com redesigns, TiVo's first generation of mobile and tablet apps, and the launch of TiVo Stream.

- Drove the evolution of TiVo.com through multiple redesign and rebranding efforts, leading to tested and measured improvements to customer engagement and product sales.
- Led the design of the TiVo Mobile and Tablet Apps, enabling cross-device integration with improvements to content discovery and engagement .
- Collaborated constantly with User Research, Marketing, Product, and Development teams to deliver best-in-class, usable and enjoyable experiences for TiVo customers.

Education

Master of Science, Interaction Design & Information Architecture
University of Baltimore, Baltimore, MD

Bachelor of Science, Computer Science | Computer Graphics
New York Institute of Technology, New York, NY