

Aleksandr Subbotin

Senior Product Designer

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Belgrade, Serbia • Open to Remote & Relocation

Summary

Lead / Senior Product Designer with 16+ years of experience designing B2B SaaS, enterprise platforms, admin tools, and cross-platform products used by millions of users.

Specialized in complex workflows, role-based permissions, multi-tenant systems, operational UX, design systems, and web/mobile product design.

Uses AI-assisted prototyping and coding tools to turn ambiguous product ideas into functional, testable concepts faster, while working closer to engineering.

Professional Work Experience

Siber Systems • Lead Product Designer

May 2023 - Present | Belgrade, Serbia

- Lead designer for RoboForm, used by 6M+ users, and GoodSync across web, desktop, mobile, browser extensions, and wearables.
- Designed RoboForm for Business across 8 core admin areas: Dashboard, Users, Groups, Data, Devices, Policies, Integrations, and Reports, covering provisioning, role-based permissions, policy enforcement, SSO/SCIM, and security reporting.
- Designing GoodSync for Business, an enterprise backup platform with template-driven jobs, multi-tenant MSP support, fleet monitoring, reporting, and rollback UX.
- Led product direction for Nokl, a peer-to-peer collaboration platform focused on cloudless device access, file sharing, and remote workflows.
- Used AI-assisted coding to independently build and deploy functional prototypes (Next.js, React, Supabase), validating concepts and workflows before engineering investment.
- Maintained cross-platform design systems and aligned UX with engineering, scalability, accessibility, and security constraints.
- Led visual identity redesigns for RoboForm, GoodSync, and Nokl.

Civic Marketplace • Product Designer (Freelance)

Aug 2024 – Present | Remote

- Designed supplier storefronts, RFP/bid portals, and agency dashboards for a US GovTech procurement marketplace serving public agencies and suppliers.
- Designed a supplier-facing RFP/bid portal with a six-state bidding flow, from intent to bid through award, and contributed reusable component patterns to the product design system.

Delivery Associates — Senior Product Designer

Jun 2022 - May 2023 | Belgrade, Serbia (Remote)

- Designed a government monitoring and reporting platform used across 10+ agencies.
- Created configurable workflows with role-based permissions, approval chains, audit logs, escalation paths, and automatic task transitions.

- Designed role-based dashboards for executives, analysts, and operational teams.
- Built reusable UI components and responsive patterns for complex, data-heavy enterprise workflows.
- Collaborated with analysts, researchers, and distributed international teams.

The Soft Machine — Senior Product Designer

May 2021 - Apr 2022 | Saint Petersburg, Russia

- Designed a travel booking service from concept to launch, simplifying a multi-step booking flow.
- Built and maintained the product design system in Figma for a team of 5 designers.

Siber Systems — Senior Product Designer

Oct 2015 - May 2021 | Saint Petersburg, Russia

- Shipped 50+ features across RoboForm and GoodSync (web, desktop, iOS, Android, extensions), including password sharing, emergency access, and secure authentication.
- Built cross-platform design systems for web, iOS, and Android.
- Mentored 3 junior designers and contributed to UX process improvements.

FS Play (Fotostrana) — Product Designer

Oct 2012 - Sep 2015 | Saint Petersburg, Russia

- Designed mobile experiences for a large-scale social networking platform with millions of users.

Nevosoft — Product Designer

Feb 2009 - Sep 2012 | Saint Petersburg, Russia

Skills

Product & UX: UI/UX Design, Product Design, Enterprise UX, B2B SaaS, Admin Platforms, Operational UX, Complex Workflows, Multi-tenant Systems, Role-based Permissions, User Research, Usability Testing, Information Architecture, Data Visualization, Rapid Prototyping, AI-assisted Workflows

Systems & Platforms: Design Systems, Component Libraries, Responsive Design, Accessibility (WCAG 2.1), Cross-platform Design, Web Apps, Mobile Apps, Browser Extensions, Enterprise Dashboards, iOS (HIG), Android (Material Design)

Tools: Figma, FigJam, Miro, Adobe Creative Suite, HTML/CSS, Claude, Codex, ChatGPT

Education & certifications

Bachelor of Computer Science — Russian State University for the Humanities

Google UX Design Professional Certificate, Microsoft UX Design, IBM UI/UX Design Specialization, Interaction Design Foundation courses

Languages

English, C1

Russian, Native