

# Evgeny Gushchin, full-stack product designer

## with a focus on design systems and building products that scale.

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### EDUCATION

01/2014 – 12/2017

**MA Graphic Design and Digital Media**  
Academy of Art University, San Francisco, CA

09/2010 – 05/2012

**MS in Economics**  
Higher School of Economics, Moscow, Russia

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### SOFTWARE

Figma  
Sketch  
Abstract  
InVision Prototype  
InVision Studio  
AfterEffects  
Adobe CC  
Google Analytics  
Framer  
Keynote & PowerPoint

### SKILLS

Design systems  
Product strategy  
Design ops  
Agile design sprints  
Interactive prototyping  
Wireframing  
Lean UX  
UI & Visual design  
Branding  
Photography

### WORKING EXPERIENCE

02/2020 – current:

#### Product Designer / Stockpile

Established design processes, engineer handoff, and designer toolset for Stockpile design team;  
Working with the head of product and the CEO, helped develop staffing structure and interview process for design team; hired and onboarded designers;  
Implemented design system based on current product and brand guidelines; built a second version of design system with semantic naming, Storybook integration and JSON design tokens;  
Together with a PM and an engineer re-built gift card purchase workflow that yielded x5.6 more sales and 27x more revenue than the year before.

01/2019 – 02/2020:

#### Product Designer / Plotnet Prints

Worked directly with the founder to create product strategy and product roadmap for new online sales platform;  
Built Plotnet Prints brand and design system for web, mobile, and print;  
Worked closely with marketing and two remote developer teams to get eCommerce platform and native iOS AR app developed and launched within set deadlines;  
Implemented SCRUM-based design sprints for design and development using InVision Workflow;  
Wireframed, prototyped and iterated on the design for both products using the Lean UX approach.

02/2018 – 03/2019:

#### Brand Designer / Siegel+Gale

Worked on the new Brand Identity System for Wells Fargo;  
Helped envision, design, or refine Brand Guidelines for all core brand assets: Colors, Typography, Iconography, Photography, Logo, and Symbol; helped establish design system for iOS;  
Created and put together Brand Education training for 130k company employees and third-party agencies.

09/2015 – 02/2018:

#### Design Manager / Plotnet

Responsible for all color design production, including Giclée and digital press printing;  
Managed pre-press color correction, packaging printing, bookbinding, and portfolio printing services;  
Helped create and launch Plotnet online paper store and custom label printing service;  
Supervised and led product photography shoots for design and tech clients, including Apple & Google.