

Alex Larionov

Product design leader · Head of Design

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EXPERIENCE

Head of Design
Jun 2026 – Present

Limitless Labs · prediction market on Base · Remote

- Own UX/UI and brand quality across product and marketing surfaces.
- Define brand & creative strategy from market research and customer interviews.
- Tie design to outcomes (activation, retention, trading flows), not “make it nicer.”
- Coach designers to frame problems, talk to users, test ideas, and decide with less hand-holding.
- Keep a steady loop of interviews, usability tests, and post-launch feedback.
- Build design and brand systems so the team can move faster without quality falling apart.
- Built a multi-model AI harness used by eng, design, product, and analytics to teach AI workflows and ship tooling for our own cases.

Retention Product Manager
Mar 2026 – Jun 2026

Limitless Labs

- Found where people stalled, ran experiments, and shipped hypotheses with design and engineering.
- Trading alerts, public-trader profile subscriptions, portfolio price alerts, onboarding challenges/quests, new market types and durations.
- WAU 14×; new market types reached 55% share of volume.

Product Designer
May 2024 – Mar 2026

Limitless Labs · first design hire · Remote

- Early product pivots: crypto-native markets, politics and information, short-duration trading, mobile app with social trading.
- Four major redesigns driven by brand positioning.

Co-Founder & Chief Product Officer
May 2024 – Apr 2025

Fluxy Link · United States · Remote

Senior Product Manager / Designer
Sep 2021 – May 2024

Archive · influencer marketing · Miami, US · Remote

- Highlights: updated pricing model; multi-provider payments; automated legal agreements to boost revenue.
- Market & user research for insights, customer needs, feature development, and roadmap.
- Designed and prototyped product features; oversaw delivery; maintained and enhanced the design system.

Team Lead Designer
Jul 2019 – Sep 2021

Artkai · Kyiv

- Led 4–6 designers: motivation, growth, project issues; mentorship and leadership programs, knowledge evals, workshops and meetups.
- Sales support for projects and workshops; led UI/UX and product design for web and mobile.
- Research practice: strategy, interviews, testing, CJMs, personas, competitor analysis, user flows.

Design Practice Lead
Nov 2018 – Jul 2019

Digitally Inspired, part of Intellias · Odessa, Ukraine

- Small design team management (IDPs, hiring checklists and templates); product design strategy.
- Integrated design into existing development practices; delivery visibility, processes, and tools; consistency across projects and clients.

Team Lead Designer
May 2017 – Nov 2018

Digitally Inspired, part of Intellias · Odessa, Ukraine

- Small design team management (allocation, goals, individual development plans); recruited designers; analyzed business processes.

Senior UI/UX Designer
Jan 2017 – May 2017

Digitally Inspired, part of Intellias · Odessa, Ukraine

- Ideation, prototyping, sketches, mockups; requirements with BA and stakeholders into the backlog.
- Interaction and visual design for enterprise, finance, and e-commerce; design guidelines.

Designer
Jan 2015 – Jul 2015

Sponge Digital & Design

- UI/UX design.

FOCUS

Product design leadership, 0→1 and growth products, design systems, research-backed decisions, leveling designers.

SKILLS

Product design · UX / UI · Prototyping · Design systems · User research · Product strategy · Growth / retention · Team coaching · Brand systems · AI-assisted product · AI prototyping · AI education for designers · Brand & creative strategy

WRITING

Notes and research on product work, design judgment, and AI-assisted product development at alexlarionov.com.

LANGUAGES

English · Ukrainian · Russian