

Anton Denisov

Moscow
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Product Designer

B2B / Enterprise

Product designer specialising in complex enterprise systems, B2B platforms, and products for energy and infrastructure. I develop a deep understanding of the domain, identify gaps in requirements, and translate business processes and interconnected logic into clear user workflows.

I work across user needs, business, analysis, and engineering, from research and information architecture to prototyping, validation, design handoff, and design reviews.

Product impact

Product case studies
and working practices

1. Research into commissioning changed SYNERGY's user role model and requirements.
2. Designed a system for managing historical data and its dependencies in an enterprise platform.
3. Patterns for long detail pages and data-heavy tables were reused across other sections.
4. Translated BPMN diagrams, regulatory requirements, and exceptions into user workflows.

Skills

Enterprise UX · B2B SaaS · Product Discovery · UX Research · Information Architecture · complex workflows, roles, and states · data-heavy UX · prototyping · design systems · prioritisation · design handoff · design reviews

Experience and professional background

EXPERIENCE

SIM-IT

Product Designer /
UX/UI Designer /
Visual Designer

Moscow · Mar 2022–Jul 2026

IT division of Svyaz Engineering M JSC · Software, devices, and automated systems for monitoring and managing energy resources.

SYNERGY · B2B lighting management platform

- Researched site commissioning and identified missing roles and workflows; the model of field and office processes was incorporated into the technical specification.
- Developed and tested a UX concept for monitoring and control with users; the model became the foundation for further design work.
- Prepared target and simplified versions, introduced user stories and state maps, and supported implementation. The product reached version 1.0 and launched commercially.

Energobilling · Enterprise energy consumption management platform

- Designed workflows for historical data: point-in-time views, transferring settings, and time-bound modelling scenarios; aligned the end-to-end workflow with the team.
- Structured detail pages spanning up to ten screenfuls of content; the section and local navigation pattern was reused across the product.
- Proposed expandable rows for data-heavy tables and introduced use cases for main and alternative flows; these approaches were adopted in other sections.

EXPERIENCE

EAK JSC

Product Designer /
UX/UI Designer

Moscow · Mar 2021–Apr 2022

Energochain · B2B settlement platform

- Worked with an analyst to study grid connection procedures, regulatory documents, and the processes of the relevant client department.
- Translated BPMN diagrams, user stories, and requirements into coherent user workflows, covering main flows and likely failure scenarios; reviewed and agreed on prototypes with the product manager, analyst, and developers.

Moi Svet · Web portal and iOS app

- Used surveys, test prototypes, and informal usability testing to test whether clear visual representations of readings and device status would be valuable to users.
- Adapted existing B2B work into a concept for a web portal and mobile app, and designed the iOS workflows and visual style. The app was implemented but not publicly launched.

TD Autoprofi LLC

Designer /
Senior Designer

Moscow · Feb 2011–Jan 2021

- Developed brand identities, visual systems for product ranges, packaging, print materials, and advertising assets.
- Designed physical products and supported their development from concept and prototypes through to manufacturing and packaging.
- Informally coordinated the work of 1–2 designers, including tasks, quality, deadlines, and communication with contractors.

Earlier experience

Ran-Group LLC, Designer, 2005–2011 · Tekhnologiya-CD LLC, Designer, 2000–2004.
Graphic design, layout, advertising materials, prepress, and coordination with production teams.

Tools

Figma · Adobe Photoshop · Illustrator · InDesign · Acrobat ·
Lightroom · interactive prototyping · AI tools for research,
analysis, and design

Languages

English · A2 — course completed; not independently
certified.

Education

British Higher School of Art and Design · “Think Like a
Researcher”, 2023
HSE University · “Digital Product Design”, 2018
Moscow State University of Printing Arts · Artistic and
Technical Design of Printed Products / Graphic Arts, 2007
Full higher education programme completed through part-
time correspondence study.

Get in touch

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Moscow
On-site / hybrid / remote
Open to relocation

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