

# ART ANDROSOV

Product Designer · Bali (GMT+8)

Open to remote Product Designer roles · contract or full-time

Working hours overlap from Bali (GMT+8): 8h EU · 5h US East · 2h US West

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Freelance product designer with 6+ years inside fast-shipping creator-economy teams. Specialised in product strategy, UX/UI, and art direction for ambiguous, high-stakes briefs. Currently working with clients across the UK, Switzerland, Latvia, Russia, and Indonesia.

## SELECTED WORK

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**VIRIL** · Product, Brand Strategy, UX/UI Oct 2024  
European men's health brand built from zero in 5 weeks. 64 screens across EN/ES × desktop/mobile, including a 7-question recommendation quiz. Live at [viril.live](https://viril.live).

**EAZY ENERGY** · Product, Art Direction 2023 — 2025  
National energy drink. Led creative across packaging, 7-city tour, and racing sponsorships. 13,359+ units sold · 4.5★ across 2,571 verified Wildberries ratings · plus offline + Ozon retail.

**GABARSHOP** · Product, E-commerce 2020 — present  
Creator merch store. 4 years in-house, 2+ years on-call. End-to-end ownership: from material selection at the factory and packing orders by hand to the full storefront UX rebuild. 100K+ units across 40+ SKUs. Live at [gabarshop.com](https://gabarshop.com).

**EMTECH INVEST × DAVOS** · Product, Art Direction Jan 2026  
Closed-door investment event during WEF week. Brand built from near-zero in 6 weeks, 66 participant profiles, full event lifecycle materials. Press partner: Cryptopolitan.

**OUR WALL** · Product, UX (self-initiated) Sep 2025 — present  
Anonymous social network built on AI-assisted code in one week. 1,132 organic users, 1,311 posts, single YouTube video as the only acquisition source. Live at [ourwall.ru](https://ourwall.ru).

## EXPERIENCE

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**Freelance Product Designer** 2024 — present  
Independent practice. Clients: Viril (UK), EmTech Invest (CH), LOYO & BONDAR (ID/LV), Eazy Energy (RU), Scoville (RU), Gabarshop (RU, on-call).

**YouTube Media** · Product Designer / Head of Digital 2020 — 2024  
Owned the full digital surface for a top YouTube creator's team: merchandise (100K+ units sold), website, social channels (grew to 500K+ subscribers on one platform), content production. Product thinking applied to every brief.

**We Designerz** · YouTube Channel founder 2024 — present  
Independent channel about AI in work and design. End-to-end production — shooting, editing, motion graphics, sound design. 2,700 subscribers · 383K+ views.

## SKILLS

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Product strategy · UX architecture · Figma (advanced) · Brand systems · Stakeholder management · Art direction · Adobe CC (Pr, Ae, Ps, Ai) · DaVinci Resolve · AI tools

## EDUCATION

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**Moscow University for the Humanities** · Banking · *With honours* 2015 — 2018

**RANEPA** · Bachelor of Economics 2019 — 2023

## LANGUAGES

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Russian (native) · English (B2)

Full portfolio · [androsov.art](https://androsov.art)