Alexander Rukin

Senior Product Designer & Design Lead

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PROFILE

For ten years I have designed products where the problem space is hard: a blockchain wallet that became the main interface for one of the world's top crypto networks, the internal tools a game studio's teams work in every day, and interfaces where a wrong call costs real money. Each had an expert user whose work I had to learn first.

I came from engineering - writing code since school, CS degree, Android at Yandex - so scope and feasibility get decided with engineers, not handed down to them. Since 2021 I have led the design function at Serokell: direction, quality, people; at Blooper I own product and design alongside the founders. Industries change - crypto, games, now AI video - but the work does not: professional tools where the hard part is the domain. Open to senior design roles in Berlin.

EXPERIENCE

Blooper / Product Manager

Mar 2026 - present

Agentic video production platform for agencies and creative teams: one pipeline from script and mood through characters, storyboard, shooting and edit, running across several generation models rather than one.

Own product and design with the founders: what gets built, in what order, and what it has to do.

Ran discovery with a dozen people who do this work for a living, on the client jobs they were paid for rather than on demo flows, and turned what stopped them into a findings report for the team.

Proposed a single primitive for the editor: characters, products and locations become one kind of slot, filled by words, by a preset or by a reference image, so a character carries from scene to scene instead of being baked into the shot it was generated in.

Shaped the product as it changed underneath us: one filterable grid of tagged files replaced the folder tree, the prompt field stopped asking for settings it can infer, and the agentic layer was added after launch: state a task, plan it, then let the agent run the steps.

Pushed the product past generation into production: a version tree for every file, projects several people work in, and comments on the work itself.

Serokell / Creative Director

Jan 2021 - present · part-time

Built the design function from scratch and still run it: direction and quality across client and internal products, mentoring the designers.

Pont, an internal ops platform: designed the layer above YouTrack, Toggl and spreadsheets - one source of truth for team status, projects, leave and invoices - and carried it to launch with engineering.

FOAM, an IoT positioning system: redesigned its experiment tool around semi-automatic data collection, cutting test completion time by 20%.

Metafide, a price-prediction game as a Telegram mini app on TON: defined the engagement model and the feedback loops - sound, haptics, a leaderboard framed as climbing through ranks.

Wooga / Senior Product Designer - internal tools

Aug 2022 - Apr 2026

NCT: replaced a Google Sheets pipeline with a node-based authoring tool serving four roles - writers, game designers, localisation and QA. Sole designer, research through delivery.

Dropped NCT's visual graph view after user testing and shipped Writer Mode instead - reversing my own first design on the evidence.

Koson: took over a LiveOps configuration system built by a developer with no designer involved, ran discovery with the game PMs who use it, and redesigned bulk editing, pre-production validation and segmentation - fewer manual operations and fewer configuration errors.

Contributed UX to June's Journey, Wooga's flagship game (60M+ downloads).

IOHK / **UI/UX Designer** - Daedalus, Cardano — Aug 2016 - May 2022

> Sole designer for six years on Cardano's official full-node wallet, from v1 to a mature product: owned research, delivery and QA.
>
> Defined patterns that had no precedent in the category - staking delegation, community voting, token management - plus paper wallets and batch payments.
>
> Designed for unusual desktop constraints: full blockchain sync, heavy local storage, trustless verification without third-party servers.

Serokell / **UI/UX Designer** — Jun 2016 - Dec 2020 · part-time

> Blockchain wallets, explorers and voting interfaces. Started Pont in this period and finished it as Creative Director.

Machine Learning Works / UI/UX Designer — Nov 2015 - Jun 2016
Yandex / Mobile Developer (Java, Android) — Feb 2013 - Aug 2016
Bower / Lapka / iOS Developer — May 2013 - Dec 2013
Printler.Pro / Frontend Developer — Oct 2012 - Apr 2013

PROJECTS: AI SYSTEMS I DESIGNED AND RUN

I specify how each agent behaves, where its guardrails sit and how it should fail, then review what ships. I build with coding agents instead of working around them.

> Five always-on LLM agents on my own server, each a systemd service with a Telegram front end: personal assistance, job-search research, German practice, image and video generation, and a separate assistant for my wife under its own system user. Each has its own memory, skills and hook scripts that inject context into a session and catch recurring mistakes before they reach me.
>
> Retrieval memory with measured quality: semantic search over a personal note store, thresholds calibrated on labelled on-topic and off-topic queries, and a weekly canary that fails when the two stop separating.
>
> Guardrails that run, not guidelines that are read: hooks block known-dangerous shell patterns outright, and every command an agent issues is scored by a classifier whose rules I tuned by replaying it over 10,000 real calls and reviewing the ones I disagreed with.
>
> An MCP server that plugs image and video generation into AI assistants, with a catalogue of 289 recipes I wrote and use. Building it showed me where these tools get in the way: a recipe that draws a character and a scene at once cannot be reused in parts, and text or a logo inside a picture has nowhere to live.
>
> Not only for me: a family hub of sixteen Telegram mini-apps on one design kit and token set I made, so photo albums, recipes, German practice and health tracking behave the same everywhere. Alongside it a bot signs in to the kindergarten's portal, tracks closing days and events, translates the German notices and posts them to the channel my wife and I read.

SKILLS

Design	End-to-end product design, design systems, user research, prototyping, Figma
Product	Discovery, prioritisation, scope and trade-off decisions, working directly with engineers, stakeholder alignment, mentoring designers
AI in practice	LLM APIs, retrieval, evaluation sets and error analysis, guardrail and permission specs, prototyping features in code
Engineering	Python, JavaScript, HTML/CSS, Git, Claude Code, Codex

EDUCATION

ITMO University, St. Petersburg

MSc Computer Science, 2015-2017

BSc Computer Science, 2011-2015

LANGUAGES

Russian - native · Ukrainian - native

English - fluent, daily working language

German - B1