



# NIKOLAY MOKEEV

## DESIGN DIRECTOR / HEAD OF PRODUCT DESIGN

Enterprise SaaS · UX Strategy · Design Systems · Brand Leadership

Designer with 20 years of experience across product design, enterprise SaaS, branding, and marketing. For the past decade, I have been building and improving complex infrastructure products used by thousands of customers and hundreds of employees. Experienced in user research, product strategy, design systems, cross-functional collaboration, and transforming business complexity into intuitive customer experiences.

Alongside product leadership, delivered branding, digital, and communication projects across multiple industries, creating brand identities, websites, content systems, and marketing assets.

### EDUCATION

State University of Management  
Completed PhD qualifying examinations · 2010 – 2013  
Management in Industry · 2006 – 2010  
Kamensk-Uralsky Polytechnic College  
Information Systems and Control Engineering · 2002 – 2006

### TOOLS

Figma  
Sketch  
Photoshop  
Illustrator  
Jira  
Confluence  
Storybook  
Matomo  
Nano Banana

### LANGUAGES

Russian — Native  
English — Fluent  
Greek — A2

### CONTACTS

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[behance.net/mokeev](https://behance.net/mokeev)

20 years in design

10 years in Enterprise SaaS

Thousands of customers served

Hundreds of daily internal users

End-to-end experience from branding to product strategy

Design systems, UX research, and cross-functional leadership

🏠 🔍 ✉️ ⚙️ 🔄

📤 Export

📎 Attach

🪄 Enchant

🔄 Refresh

ay Mokeev — Active 🔍

Aug 14, 2027 ↗ 📅

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Articles ▾

Competitors ✎ 📎 🗑️

Hypotheses ✎ 📎 🗑️

Metrics v1.9 ✎ 📎 🗑️

☰

BO / Accounts /

Your session will be expired in 12:34 Extend

11066 nick@realgod.life Active

Pending customer of Company 2 ✎ ⚙️

Fraud validation request

Legitimate

Not sent

External status

Account manager

nm@servers.com

History

Business type

Personal

Order without deposit

Sometimes

Postpaid status

Inactive

Activate true p

Currency

EUR

Tax information

NL897563090

Payment card

Yes

Pay period

30 days

Recurring payments

Allowed

Reseller discount

10 %

Promo code

wJW7hlt76P

History

Billing address

Vasileos Giorgiou I, 71, 2

Cyprus — client of USA

Shipping address

Dionisiou Kykotty, 30, L

Service code

IK-6

Account settings

Privacy & security

☐ Private account

☐ Network restricted account

☐ Storing root password

☐ User management

☒ Require manual confirmation on reinstall

☐ User data script management

OoB public access

24 hours

New feature access

☐ New feature

Billing

☒ Allow recurring payments

☐ Export invoices to SAP

☐ Internal traffic billing

☐ Allow crypto payments

☐ Allow payments via Swift

Notifications

☐ Blackhole notifications

☐ Forced cloud server traffic notifications

☐ Traffic peaks notifications

Cloud server credentials emails

From

To

1 Aug 2026

1 Sep 2026

| Debit    | Credit    | Balance         |
|----------|-----------|-----------------|
| 505.99   | 0.00      | (505.99) EUR    |
| 0.00     | 505.99    | 0.00 EUR        |
| 1234.00  | 0.00      | (1234.00) EUR   |
| 0.00     | 1234.00   | 0.00 EUR        |
| 0,000.00 | 0.00      | (10,000.00) EUR |
| 0.00     | 10,000.00 | 0.00 EUR        |
| 4,089.70 | 0.00      | (14,089.70) EUR |
| 0.00     | 14,089.70 | 0.00 EUR        |

# PROFESSIONAL EXPERIENCE

## **UX-Designer** → **Product Designer** in Servers.com

October 2016 – Present

**Global cloud infrastructure provider serving thousands of customers**

- Led product design for customer-facing and internal enterprise platforms;
- Conducted customer interviews, usability research, competitive analysis, and product discovery;
- Partnered closely with Product, Engineering, Support, Sales, and Marketing teams;
- Created scalable design systems, documentation, prototypes, and UX frameworks.

### **Selected Projects**

- Customer Portal: Led UX evolution of a cloud infrastructure platform covering hosting, networking, security, Kubernetes, billing, and support services;
- BackOffice Platform: Designed and evolved a mission-critical operational system used daily by hundreds of employees;
- Knowledge Platform: Created a large-scale documentation ecosystem containing hundreds of articles, tutorials, and service guides.

### **Impact**

- Established scalable UX patterns supporting long-term product growth;
- Improved customer self-service and reduced support dependency;
- Participated in hiring and onboarding design talent as the design function expanded.

## **Designer** → **Art Director / Marketing Lead** in Kontinent Group

June 2013 – September 2016

**International group operating across Russia, Japan, Korea, and China**

- Led branding, marketing, digital experience, and creative direction initiatives;
- Developed corporate brand guidelines and visual identity systems;
- Created websites, e-commerce experiences, advertising campaigns, and communication materials;
- Managed content production, photography, and cross-functional creative projects;
- Supervised and mentored creative contributors.

## **Bookbinder** → **Lead Graphic Designer** in Publishing House

September 2007 – June 2011

- Designed books, magazines, catalogs, packaging, and marketing materials;
- Managed production-ready layouts and high-volume print workflows;
- Collaborated with editorial, production, and commercial teams;
- Built expertise in typography, information hierarchy, and visual systems.

### **Freelancer**

September 2006 – Present

