



## Alex Naydin

Product Designer at [Piano](#). I design complex B2B interfaces for enterprise analytics. 12+ years in design and development — from graphics and branding to products and design systems. Built my own studio, managed teams, shipped production frontend.

### Experience

#### Senior Product Designer at Piano

July 2021 — current

Working on Piano Analytics — the company's flagship enterprise analytics product. Clients include BBC, Decathlon, Crédit Agricole, Leroy Merlin. I design complex interfaces: metric builder, segmentation system, data visualization.

Developed the core design system, created a new B2B product's design system from scratch. Conduct visual QA, led an accessibility audit (WCAG 2.2 AA).

#### Founder & Design Director at Notbadlab

2015 — 2021

Founded a design and development studio. At peak — a team of 8. Handled design, led key clients, managed projects, built frontend.

### Education

#### Software Engineering

2012 — 2016, Bachelor's degree

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#### Work

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