ALEXANDER BARKIN

Product Management & Design Leader | AI Products | Monetization | Platforms

alexanderbarkin.com | contact@alexanderbarkin.com | (646) 410-6647 | LinkedIn

Queens, New York | Remote preferred; open to hybrid and onsite | No sponsorship required

Product management and design leader connecting business strategy, customer needs and hands-on delivery across AI, commerce, finance and enterprise software. Led product strategy and design at VideoShops from initial concept through growth to $25M ARR. Developed monetization strategies for Yahoo Finance on mobile. Now leads product direction and development for Allodia, Chamber and LDS through Legion Leo.

EXPERIENCE

LEGION LEO LLC

Founder, Chief Business Officer & Head of Product | Sep 2024 - Present

- Lead product management, business strategy and hands-on design for independent products and client engagements, connecting product direction and priorities with user workflows, prototypes and implementation.
- Define Allodia's commerce offering for sellers moving from marketplaces to owned storefronts, including catalog import, seller-owned domains and a flat-fee business model.
- Shape Chamber's product direction and workflows for multi-agent AI deliberation, persistent memory and reusable decision outputs; design and build the working experience.
- Develop LDS as a shared platform for product delivery, defining reusable tokens, components and interaction patterns. Also lead product and design for ClipScout video discovery.

PUBLIUS

Product Design & Strategy Consultant | Jan 2026 - Oct 2026

- Partnered on product roadmaps, positioning and go-to-market strategy for an AI legal platform spanning matter management, document workflows, collaboration and compliance.
- Translated product priorities into UX architecture, workflows and a component design system. Consulting engagement ran in parallel with Legion Leo.

VERIZON

Team Lead, Conversational Expansion Pack | Contract | Oct 2025 - Dec 2025

- Led conversational UX within the Monarch Design System, coordinating delivery across five design and engineering pods.
- Defined 15+ conversational components, interaction models, accessibility requirements, tokens and implementation specifications.

VIDEOSHOPS

Head of Design & Product | Mar 2023 - Aug 2024

- Led product strategy and design from the initial commerce offering through the platform's growth to $25M in annual recurring revenue.
- Shaped marketplace, creator and brand workflows with UX, product and research collaborators; built a reusable React component library to support delivery.

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EXPERIENCE CONTINUED

YAHOO / VERIZON MEDIA / OATH

Oct 2012 - Feb 2023

Product Design Team Lead | Dec 2018 - Feb 2023

Principal Product Designer | Jun 2017 - Dec 2018

Senior UX/UI Designer & Data Visualization Specialist | Oct 2012 - Jun 2017

- Developed monetization strategies and product experiences for Yahoo Finance on mobile, including the original Curated Watchlists monetization concept.
- Managed 42 total direct reports across seven teams: DSP, SSP, Core Design, UX Research, Flurry, DesignOps and Technical Writing. Scope combined product experience, research, platform systems, operations and customer-facing documentation.
- Built and scaled an atomic design system, reusable components and design-to-engineering workflows across product teams.
- Designed data-dense advertising workflows for advertisers and publishers, including audience and campaign insights, reporting and interactive data visualization.

FOCUSVISION

Lead Interaction Designer & Applications Developer | Mar 2010 - Sep 2012

- Designed and developed enterprise research software, video editing and analytics tools, and the company's first reusable UI system.
- Built the Smart Help Center and redesigned the company website, brand and product interfaces.

LIMIT8 DESIGN

Founder & Partner | Jul 1998 - Mar 2010

- Led design and development for 150+ clients, including Procter & Gamble and Cushman & Wakefield, connecting client goals with UX architecture, branding and front-end delivery.

PRODUCT & DESIGN EXPERTISE

Product management, product strategy, roadmap collaboration, prioritization, monetization, product positioning, go-to-market collaboration and zero-to-one product development.

Product design, UX leadership, user research, interaction design, information architecture, data visualization, conversational UX, accessibility and design systems.

AI products, commerce platforms, enterprise SaaS, financial experiences and advertising technology.

Figma, FigJam, Framer, Adobe CC, HTML, CSS, JavaScript, D3.js, C# and React collaboration. AI-assisted prototyping and development with Codex and Claude Code.

EDUCATION

Coursework in Computer Science & Psychology | Hunter College, CUNY

AAS, Computer Science & Graphic Design, Honors | Kingsborough College

SELECTED RECOGNITION

Yahoo Flurry: CES Best Data Visualization, 2018. Yahoo Weather: Apple Design Award, 2013. Imation National Best Computer Graphics Award, 2000.

Selected Yahoo and VideoShops case studies are confidential and available in a live portfolio walkthrough.