

ALEKSEI MURZOV

Hardware Product Development Lead | NPD / New Product Development | B2B Industrial and Workplace Systems

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Open to relocation; visa sponsorship required.

SUMMARY

Hardware product development lead with 6+ years taking complex B2B products from requirements to pilot to serial production (control-room systems, operator workstations, equipment enclosures). Strongest at adapting product designs to real-world manufacturing constraints, supply chains and target cost, using DFM/DFA, tolerance management and design-to-cost and at coordinating designers, engineers and suppliers without formal authority. Ten earlier years in digital marketing and e-commerce add market and cost awareness. I own product definition and integration; electrical, electronics and detailed mechanical work is done with specialist engineers against my requirements and interfaces.

CORE SKILLS

- **Product development:** NPD / NPI, requirements and product architecture, stage-gated development process, pilot and prototype validation, mock-ups, defect analysis and iteration
- **Engineering and manufacturing:** DFM / DFA, tolerance compensation, product adaptation, manufacturing transfer, design-to-cost, production handover documentation
- **Supply chain:** Supplier and contract-manufacturer selection, sourcing of non-standard components, packaging and logistics, customer acceptance of first batches
- **Project leadership:** Cross-functional coordination without formal authority, milestone and change control, engineer recruitment, tender-based project delivery
- **Tools:** SolidWorks, Blender, Rhinoceros, Midjourney (concept exploration), Photoshop, Affinity

EXPERIENCE

Founder and Product Development Lead

01/2025 - Present

ENSO Concept (contract product development practice), St. Petersburg, Russia

Contract development of physical B2B products with partner industrial designers and engineers. Typical project value RUB 8–14M.

- Led design and delivery of a control-room console complex for a large industrial plant (customer under NDA; delivered through a manufacturing partner): generated 30 concepts, validated cost and process with a contract manufacturer before design freeze, and coordinated engineering, delivery and installation inside a fixed plant-shutdown window. The proposal won a competitive bid despite a higher price than rivals. Parallel fabrication and wiring on test stands cut lead time by about 2–3 weeks (estimate).
- Architected a 16 m knock-down console complex as independent modules (engineered stone, steel frame, equipment bays) built by different suppliers and engineering teams, and secured interface compatibility between them. Completed and ready to ship; delivery waits on the customer's site readiness.
- Selected for a city-level industrial design competition with two concept projects commissioned by industrial companies: a modular pump-unit enclosure with full service access, and a modular sheet-metal furniture system matched to a fabricator's machine park.

Product and Innovation Manager

06/2024 - 12/2024

Reshenie-Pro (control-room furniture and electrical enclosures), St. Petersburg, Russia

- Initiated the move from Excel and paper-based production to specialised manufacturing-management software for metal production; selected the solution and a specialist to run it.
- Wrote requirements for digital product descriptions inside CAD / production models, improving production readiness without a full-scale PDM rollout.
- Built a supplier pool for 24/7 operator chairs and components; coordinated concepts for new furniture series with external industrial designers.

Business Development Director / Product Director

05/2022 - 05/2024

ARMER Engineering (control-room furniture and operator workstations, about 50 staff), St. Petersburg, Russia

Led product strategy and the development of new product lines, coordinating sales, designers, engineers, factories and contractors without formal authority.

- Led adaptation of a complex operator-console platform to real-world manufacturing constraints, regional supply chains and target cost. Reworked key components around available materials, fabrication processes and supplier capabilities; pilot built within target cost and successfully handed over to production.
- Handed the series to production: first orders were 7 and 14 units, first batch of 4 took a month, and after the factory's further optimisation output reached 2–5 consoles a day (per production). Estimated volume is about 200 units a year. First and follow-up batches passed customer acceptance.
- Conceived and led the knock-down APEX series for distributed manufacturing: two subcontractors for metal and tabletops, the company only packing, tolerance compensation (+4/–2 mm on the frame, 0/–2 mm on the tabletop), flat-pack shipping and customer assembly. Estimated revenue USD 0.5–1.4M a year.
- Authored a product-segment system (Low / Middle / Premium with A/B/C criteria and price ranges) and a stage-gated development pipeline: 5 stages, go / iterate / stop decisions, a $\pm 20\%$ cost corridor, at most 2–3 iterations and bench testing of critical nodes before the pilot. Door-kinematics mock-ups left only cosmetic changes on pilots.
- Contributed to the company's shift from trading to manufacturing: the product adaptation program and pilot builds informed the owner's decision to acquire production assets.
- Recruited engineers by task type: a creative mechanical engineer for a complex product-adaptation project (from about 150 candidates) and later a fast, process-driven engineer who was hired full-time and is still with the company.

Project and Product Manager, SmartErgo Business Unit

03/2020 - 05/2022

Dinamika Group, Moscow, Russia

- Researched the control-room furniture market, built the entry strategy and launched the solution catalogue and website within four months.
- Led development of the first in-house control-room desk line from concept and 3D models to production.
- Adapted the documentation set of the first operator console to the subcontractors' real processes; the quote fell from up to RUB 800K to about RUB 200K (documentation, tooling, assumptions and manufacturer all changed).
- Coordinated tender projects end to end: application, bidding, production, delivery, installation and closing documents.

Earlier career: digital marketing, e-commerce and media production

2003 - 2020

Multiple companies, Moscow, Russia

- Built an SEO department from scratch; its targeted site audits converted about 20–25% of enquiries into contracts. Launched an online consumer-credit electronics storefront with two bank integrations. Raised ad-traffic conversion by 30%, then by a further 30% with UTM-segmented landing pages.
- Built a DVD/Blu-ray authoring department and a technical facility sized in advance for upcoming disc formats.

EDUCATION AND TRAINING

- Mendeleev University of Chemical Technology, Moscow, 2004. Engineering degree, Cybernetics of Chemical-Technological Processes.
- The Essentials of Midjourney for Industrial Designers (leManoosh), 2025. EF SET English Certificate, B2 Upper Intermediate, 2024.

LANGUAGES

Russian: native. English: B2 (EF SET), strong in reading, listening and written business communication; spoken working level, improving.