

Summary:

Product designer with 7+ years of experience across AI, SaaS, B2B, Fintech, EdTech, and e-commerce. I bring structure to messy problems - combining strategy, systems thinking, and hands-on craft from first concept to shipped product. I advise on product direction and design decisions, and help shape teams by mentoring junior designers and supporting strong, thoughtful execution.

Skills:

Core:

Product Design • UX Strategy •

Design Systems • Interaction Design

Research & Thinking:

User Journeys • Information Architecture •

Product Thinking Qualitative Research •

Execution:

Wireframing • Prototyping • Visual Design

Responsive Design • Animations

Experience:

Breakout - Founding Designer

On-site. Aug 2024 - Now

- Led the design of an AI-powered B2B chat assistant from scratch - owning the product vision, initial UX direction, and full design execution in an environment with no existing brand or design foundation.
- Shipped several MVPs, resulting in client adoption and active contract signings.
- Increased client conversions by ~20% through improvements in product experience, flow design, and assistant behavior.
- Mapped out end-to-end journeys for B2B software buyers, turning complex flows into simple, outcome-driven experiences.
- Designed scalable UX logic to support AI response flows, fallback handling, and dynamic user triggers.
- Created a visual system that adapts seamlessly to any client website, ensuring brand alignment out of the box.
- Collaborated closely with founders, engineers, and external designers in a fast-moving, zero-to-one environment.

Eyewa - Senior Product Designer

Remote. March 2024 - Now

- Enhanced the existing design system by meticulously refining user flows to significantly boost conversion rates. This involved a comprehensive analysis of user behavior data and analytics to inform informed design decisions at every stage of the process. Additionally, I actively developed high-quality wireframes, layouts, and prototypes.
- In a collaborative cross-functional environment, I actively interacted with various teams to optimize the user experience on desktop and mobile applications.
- By actively identifying current problem areas, I led the implementation of design enhancements, resulting in measurable improvements in user satisfaction and engagement metrics.

Group BWT - UI & UX Designer

Remote. Aug 2022 - Now

- Effectively mentored junior designers, ensuring their professional development and successful implementation of projects. Interacted with stakeholders, developers, designers, project managers, and business analysts.
- Collaborated with the marketing department, using the data obtained to create promotion strategies and implement internal projects.
- Worked on various projects, covering areas such as EdTech, Healthcare, and Fintech product project. Also worked on: dashboards, CRM systems, and mobile applications.
- Performed UX research, identifying key user needs, also developed wireframes, mockups, and prototypes, information architecture and Userflow, providing logical and intuitive guide systems for users. Actively participated in product testing and conducted user research to further improve the user experience.

Poplar - Product Designer

Remote. Feb 2023 - Nov 2023

- Developed information architecture and Userflow, ensuring optimal user interaction with the Poplar startup application. Conducted a thorough study of usage processes, ensuring intuitiveness and ease of navigation.
- Created wireframes, Mockups, worked on a design system, paid attention to components to ensure design consistency, developed adaptive design, and also worked on corporate landing pages
- Actively interacted in the marketing direction.
- Conducted product testing with developers, implementing improvements in response to test results and user feedback.
- Participated in discussions with CTO, SEO, developers and testers, conducted user interviews and testing, analyzed data to continuously improve the Poplar product.

Amen Team | Design Agency & Production UI & UX Designer

Remote. Feb 2022 - Jun 2022

- Worked on animated banners, introducing creative elements into commercial advertising.
- Engaged in the development of wireframes and UI design, prototypes, landing sites and web applications.
- Actively interacted with project managers, designers and business analysts, ensuring harmonious collaboration and successful implementation of projects.

Aimprosoft - UI & UX Designer

WFO, Remote. Feb 2019 - Feb 2022

- Worked with internal corporate cross-platform products, including iOS, Android, Web and desktop applications. Paid great attention to the design system, actively implementing and maintaining consistency within the product. Also, I conducted testing and collected feedback using questionnaires for users, trying to gain valuable insights.
- Successfully interacted with a large and diverse team, including developers, testers, front-end developers, project managers, business analysts and other designers.
- Worked on various outsourced projects including EdTech and HealthScare, being multi-tasking and adaptable to different areas.
- Actively participated in workshops among designers, facilitating the exchange of ideas and knowledge.
- Successfully completed many internal corporate projects, working closely with marketers.