

SUMMARY PROFILE

UX/UI Product Designer with experience designing user-centric solutions for B2B SaaS platforms, data-heavy dashboards, internal tools, and marketing systems - most recently in construction tech. Strong focus on design systems and AI-assisted design workflows in cross-functional teams. Skilled in the end-to-end design process - from research, flows, and wireframes to high-fidelity UI and dev handoff. Contributed to design systems, product features, and cross-team tools that improved user satisfaction and workflow efficiency.

WORK EXPERIENCE

Product Designer / Versatile (Freelance)

/ 2025 - NOW

- Developed and validated an AI-assisted design workflow, integrating tools such as Claude across research, ideation, design, and developer handoff - cut project time by 30% across several projects.
- Led the migration from Ant Design to a Mantine-based design system, improving visual consistency, accessibility, and maintainability across the product. Led the Figma component library, design tokens, and WCAG accessibility audits.
- Designed features for a material tracking system that helps construction teams know what has been delivered to site and what is ready for installation, across mobile and web.
- Mapped user flows and built wireframes and interactive prototypes for new features.
- Walked stakeholders through design concepts and iterated with engineering based on user feedback.

Career break / Study

/ 2024 - 2025

Product Designer / Quotient Technology Inc.

/ 2022 - 2024

- Increased campaign planning efficiency by 30% via UX redesign.
- Redesigned the Creative Builder tool's UX and UI, leading to a successful product launch and making it usable and valuable for real users.
- Developed user flows, journey maps, wireframes, prototypes, and mockups.
- Presented design concepts to stakeholders; worked closely with engineering to implement and iterate based on testing and feedback.
- Conducted user research and testing to validate design decisions.
- Created and maintained design systems to ensure consistency across projects.

UI/UX & Digital Designer / Atomi

/ 2018 - 2022

- Improved BSH's warranty and installation scheduling form - raised completion rate by 70% and reduced support calls by 20% through UX-focused redesign based on funnel data.
- Designed end-to-end website and landing page experiences: from wireframes and high-fidelity mockups in Figma to developer handoff and QA review.
- Created and executed multi-channel marketing campaigns, including concept development, visual design, and platform-specific formatting (social media, web, email, landing pages, and video content).
- Maintained brand consistency across all digital channels by following brand guidelines and elevating visual storytelling.

Web Designer & WordPress developer / Landing

/ 2015 - 2018

- Designed a high-converting landing page and campaign that boosted revenue and helped a client avoid bankruptcy.
- Delivered UX wireframes, websites, and landing pages with a user-focused approach.
- Managed full-cycle WordPress projects from research to release.

EDUCATION

MA in Visual Communications Art & Graphic Design

Tikhonov Moscow Institute

BA in Visual Communications & Design

Moscow College of Mathematics

User Experience Design

UXer | Pragma

UX Architecture

UXer | Pragma

UI/UX and Web Design Basics

John Bryce

SKILLS

Tools:

Figma, Adobe XD, InDesign, Illustrator, Photoshop, After Effects, Pendo, Claude Design

Design Skills

UX Research, Usability Testing, Journey Mapping, User Flows, Wireframing, Prototyping, Interaction Design, Visual Design, UI Polish, Responsive Design, Mobile-First Design, Dashboard & Data Visualization, Design Thinking, Design Systems, Design Tokens, AI-assisted Design

Methodologies:

Agile, User Centricity, User Research, Wireframing, Prototyping, Visual Design, Interaction Design

Web Technologies:

HTML, CSS, WordPress, Elementor, Responsive Design

Languages:

English, Hebrew, Russian