

SUMMARY

Product designer with 4+ years in Web3 and regulated fintech, working end-to-end from business and compliance constraints to shipped interface. Sole designer of a Swiss VQF-supervised OTC settlement and custody platform — 30+ screens and a ~50-component design system with tokens synced to Flutter. Independently designed, specified, built and released a consumer app that **reached #2 in its App Store category** and now **converts ~13% of monthly actives into paid subscribers**. I ship front-end code with AI-assisted development (Claude Code, Cursor) when a team needs velocity, not just handoff.

EXPERIENCE

Founder & Product Designer — FoodsPlans 2025 – Present

Consumer meal-planning app, iOS & Android · independent product

- Designed and specified ~150 screens in Figma, then built with Claude Code and Cursor (Flutter, Supabase) — solo, in 4 months alongside full-time work.
- **2,000+ installs in the first two days** from a single organic post — reached #2 in the Ukrainian App Store “Food & Drink” category
 - ~4,000 downloads total; ~350 monthly active users and **45 paying subscribers** — **~13% of actives converted to paid**
 - **Shipped product changes from direct user contact** — in-app support routes to me, which produced a purchase-screen fix and a new one-time pricing tier
 - Sole operator — releases, support, pricing, and a bilingual marketing site with 119 indexed recipe pages

UI/UX Designer — Hacken 2024 – Present

Web3 security · Estonia · Remote · Full-time

- Designer in the cross-functional marketing team of a global blockchain security company — web experiences, brand and sales materials.
- Designed and shipped **40+ marketing pages** and product presentations, holding brand consistency across all touchpoints
 - Rebuilt the marketing design system on Figma variables; team-wide **copy-to-publish time dropped from 8 days to 4**
 - Built an internal Claude Code automation that reads the design system directly from Figma and assembles investor and sales decks, removing most manual slide production
 - Produce 2D motion content in Jitter for web and social; work directly with developers on responsive implementation and component handoff

Product Designer — RWAY 2023

Web3 tokenization · freelance

Full product design and design system for a real-world-asset tokenization mobile app and its admin panel.

Product Designer — BlockRiver Mar 2022 – Present

Swiss OTC settlement & custody · B2B fintech · London · Remote · part-time contract

- Sole product designer since v1. Launched as Marionette (2022–2024), now a multi-asset OTC settlement platform for institutional clients, operating as a Swiss financial intermediary under VQF — an SRO recognised by FINMA.
- Designed **30+ desktop screens and a companion mobile app** covering custody, named multi-currency IBANs, OTC trading and KYB onboarding
 - Built the design system from scratch (**~50 components**) with design tokens synced between Figma and Flutter — used by two developers to build the front end with consistent UI
 - Translated regulated infrastructure — segregated custody, named multi-currency IBANs, OTC execution and AML/KYB checkpoints — into clear, audit-grade interfaces for institutional users

SMM & Content Creator — VAU Agency & freelance 2019 – 2022

Marketing and video production before moving into product design — the source of a conversion-first approach to interface work.

SKILLS & EDUCATION

Design	Product design · UX/UI · Design systems & tokens · Responsive design · Interaction & motion · Developer handoff
Tools	Figma · Jitter · After Effects · Illustrator · Photoshop
AI workflows	Claude Code · Cursor · Design-to-code · Figma-to-slides automation · AI-assisted product development
Development	HTML/CSS · JavaScript · Next.js · Webflow · Supabase · Git · Vercel
Domains	Web3 · Fintech · B2B & institutional platforms · OTC settlement · Custody · KYB / compliance UX
Languages	English (professional working proficiency) · Ukrainian (native) · Russian (native)
Education	MSc, International Economy — National Aviation University, Kyiv (2014–2020)