

Ihor Masalitin

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years designing enterprise B2B and B2B2C SaaS role-based operational platforms and complex digital products across oil & gas, FinTech, MedTech, PropTech, and HRTech. End-to-end responsibility from discovery through delivery, with expertise in design systems, accessibility (WCAG 2.2), and AI-augmented design workflows. Focused on translating complex organizational workflows into intuitive, scalable design solutions, with end-to-end responsibility from discovery and user research through delivery and post-launch iteration. Working in AI-augmented design practice applying generative AI tools and prompt engineering as a design discipline within established research and design methodology.

Background: Doctor of Medicine (WES-verified Canadian equivalency) before transitioning to product design.

Overall SFIA Level: 4-5 (Enable / Ensure-Advise) in User-Centred Design, with core skills at Level 5 (User Experience Design, User Experience Evaluation) and Level 4 in User Research, User Experience Analysis, and Accessibility & Inclusion.

CORE COMPETENCIES

PRODUCT DESIGN

- Enterprise B2B and B2C SaaS product design
- Cross-platform design (web, iOS, Android, responsive)
- Information architecture and complex workflow design
- Multi-role operational system design
- User flows, wireframing, and high-fidelity interface design
- Interactive prototyping for concept validation
- Jobs-to-be-Done framework for product discovery

DESIGN SYSTEMS

- Design system stewardship and evolution
- Component libraries, design tokens, and pattern documentation
- Atomic design methodology
- Cross-product visual consistency and scalability
- Design-to-engineering handoff specifications

USER RESEARCH

- Stakeholder interviews and contextual inquiry
- Moderated and unmoderated usability testing
- Heuristic evaluation
- Qualitative and quantitative research synthesis
- Research methodology grounded in ISO 9241-210 human-centred design
- Double Diamond design process

ACCESSIBILITY & STANDARDS

- WCAG 2.2 Level AA compliance
- ISO 9241 ergonomics standards (210, 110, 11)
- Nielsen's 10 usability heuristics
- Accessibility and usability compliance across digital platforms

AI-AUGMENTED DESIGN PRACTICE

- Generative AI applied to ideation, research synthesis, and documentation
- AI-assisted research synthesis
- AI-powered design tools (Figma AI, v0, Lovable)
- Prompt engineering as a design discipline

CROSS-FUNCTIONAL COLLABORATION

- Partnership with product management and engineering across the product lifecycle
- Product discovery, feature planning, and design review participation
- Design specifications and developer handoff
- Implementation review and continuous UX improvement

EDUCATION

First professional degree in medicine (Doctor of Medicine)

Diploma of Specialist in Medicine

6-year program · Sumy State University · Sumy, Ukraine · Sep 2011 – Jun 2017

Canadian Equivalency (WES): First Professional Degree in Medicine (Doctor of Medicine). Credential verified by World Education Services (WES), Canada · [Evidence](#)

CERTIFICATIONS

Google UX Design Professional Certificate

Google · Issued May 2024 · [Evidence](#)

Verified International Academic Qualifications

World Education Services · Issued Dec 2025 · [Evidence](#)

Human-Centered AI

College of Arts, Media and Design (CAMD) at Northeastern University · Issued Aug 2025 · [Evidence](#)

EMPLOYMENT EXPERIENCE

Product Designer

BelcaSoft International Corporation Jan 2026 – Present Calgary, Alberta, Canada · On-site · Permanent Full-time

SFIA: User Experience Design (HCEV) L5 · User Experience Evaluation (USEV) L5 · User Research (URCH) L4 · User Experience Analysis (UNAN) L4 · Accessibility & Inclusion (ACIN) L4 · Specialist Advice (TECH) L4 · Content Design & Authoring (INCA) L3 · Methods & Tools (METL) L3

Scope

Sole Product Designer for an enterprise B2B SaaS suite serving the oil & gas field-operations sector, with continued ownership across the RigER Corporation → BelcaSoft International Corporation organizational transition. Scope spans web platforms, customer-facing websites, and a portfolio of mobile applications across operator, dispatcher, sales, approvals, and field-service workflows serving thousands of users in operator, dispatcher, and field-worker roles. End-to-end design responsibility across discovery, research, design, design-system stewardship, and engineering handoff.

Impact

Continuing to evolve and scale a design system originally established during the RigER engagement, currently powering five production mobile applications and a web platform. Working to formalize accessibility, usability, and visual consistency standards across the expanding product portfolio. Introducing AI-augmented design practice into delivery cycles to accelerate decision-making while preserving research rigor. Operating as the design counterpart to product management and engineering, contributing to product direction at the discovery stage on new and continuing workstreams.

Key Responsibilities and Contributions

- Designing user-centered web and digital product interfaces based on business objectives, user needs, and functional requirements across an enterprise B2B SaaS suite for the oil & gas field-operations sector.
- Creating user flows, information architecture, wireframes, and high-fidelity interface designs for a web platform, customer-facing website, and mobile applications covering field operations, dispatch, sales, approvals, and core operator workflows.
- Creating interactive prototypes to validate design concepts and support product development.
- Conducting user research including stakeholder interviews, usability testing, and evaluation of user feedback to iteratively improve user experience and interface effectiveness.
- Collaborating closely with product managers, software developers, and cross-functional stakeholders throughout the product lifecycle to define product requirements and design solutions, working as the sole design counterpart to two product managers, four developers, and quality assurance.
- Translating business and technical requirements into intuitive, effective, and user-friendly design solutions.
- Participating in product discovery activities, feature planning, and design reviews.
- Creating, maintaining, and evolving design systems, UI components, and style guides to ensure visual consistency and scalability, stewarding a design system originally established during the RigER engagement and currently supporting five production mobile applications and a web platform.
- Ensuring visual consistency, responsive behavior, accessibility and usability compliance across digital platforms in alignment with WCAG 2.2 Level AA and ISO 9241 ergonomics standards.
- Preparing detailed design specifications and assets to support development handoff and implementation, including SVG exports, design tokens, and motion specifications.
- Working closely with development teams during implementation to ensure design accuracy and usability quality.
- Reviewing implemented features and providing feedback to support continuous UX improvement.
- Analyzing user behavior, product performance metrics, and usability data to optimize product effectiveness.
- Applying recognized usability and accessibility standards including WCAG guidelines, ISO 9241, Nielsen's 10 usability heuristics, atomic design methodology, and UX best practices.
- Applying generative AI within the design workflow — for ideation, research synthesis, and documentation — and integrating AI-powered design tools (Figma AI, v0, Lovable) and prompt engineering as a design practice.
- Writing in-product text and microcopy across the product suite, and creating and maintaining content for the RigER and RigER PRO customer-facing websites; occasionally contributing content for LinkedIn communications.

Tools and Platforms

Design and prototyping: Figma, FigJam, Webflow

Collaboration and workflow: Microsoft Teams, Miro, Linear, Asana, Notion, Loom, Microsoft Office 365

Research and analytics: Dovetail, Maze, Hotjar, Amplitude, Google Analytics 4

AI stack: Claude, ChatGPT, Microsoft Copilot, Figma AI, v0, Lovable, Midjourney, Cursor, Claude Code, Claude Design

Standards and Methodologies

WCAG 2.2 Level AA, ISO 9241-210 (human-centred design), ISO 9241-110 (interaction principles), ISO 9241-11 (usability), Nielsen's 10 usability heuristics, atomic design methodology, Jobs-to-be-Done framework, Double Diamond design process.

Product Designer

RigER Corporation Oct 2024 – Dec 2025 Calgary, Alberta, Canada · On-site · Permanent Full-time

SFIA: User Experience Design (HCEV) L5 · User Experience Evaluation (USEV) L5 · User Research (URCH) L4 · User Experience Analysis (UNAN) L4 · Accessibility & Inclusion (ACIN) L4 · Specialist Advice (TECH) L4 · Content Design & Authoring (INCA) L3 · Methods & Tools (METL) L3

Scope

Sole Product Designer for a connected mobile field-operations suite within an enterprise oilfield ERP (SaaS) ecosystem. Scope covered four production mobile applications — field operations, dispatch, sales, approvals — alongside web admin consoles serving thousands of users across operator, dispatcher, and back-office roles. End-to-end design ownership across discovery, research, design, design-system stewardship, and engineering handoff in a regulated B2BC domain with complex operational and technical constraints.

Impact

Created a unified design system across the mobile suite, replacing inconsistent screen-by-screen design with shared components, patterns, and standards that improved usability of field-operations workflows for non-desktop users in demanding conditions. Built the foundation of the design system that continues to scale across the broader product portfolio under the subsequent Belcasoft engagement. Matured the design-engineering handoff process within an engineering-led organization. Developed deep domain expertise in oil & gas field operations that informed every subsequent design decision.

Key Responsibilities and Contributions

- Designed user-centered interfaces for an enterprise ERP ecosystem and mobile field-operations suite serving oil & gas operators, dispatchers, and field technicians in a regulated B2B domain.
- Translated complex regulatory, operational, and technical constraints into intuitive, scalable, and maintainable design solutions across web admin consoles and four production mobile applications.
- Produced user flows, information architecture, wireframes, and high-fidelity interface designs across iOS, Android, and web.
- Built interactive prototypes in Figma and ProtoPie to validate design concepts with domain experts and internal stakeholders prior to development investment.
- Conducted end-to-end user research including stakeholder interviews, contextual inquiry with field operators and dispatchers, moderated and unmoderated usability testing, and heuristic evaluations, synthesizing findings into actionable design direction.
- Collaborated closely with product managers, software developers, QA, and business stakeholders throughout the product lifecycle to define requirements and scope solutions.
- Translated business and technical requirements into intuitive, effective, and user-friendly design solutions.
- Participated in product discovery, feature planning, and design reviews across the mobile suite.
- Created, maintained, and evolved design system foundations for the mobile suite — shared components, interaction patterns, design tokens, and style guides — to ensure visual consistency and scalability.
- Ensured visual consistency, responsive behavior, and accessibility and usability compliance across web and mobile surfaces in alignment with WCAG 2.1 Level AA, ISO 9241, and Nielsen's 10 usability heuristics.
- Prepared detailed design specifications, redlines, and production-ready assets to support agile engineering handoff.
- Worked closely with development teams during implementation to ensure design accuracy, usability quality, and specification fidelity on complex enterprise workflows.
- Reviewed implemented features in staging and production and provided structured feedback to support continuous UX improvement.
- Analyzed operational usage data, user feedback, and usability findings to prioritize design improvements across the product suite.
- Applied recognized usability and accessibility standards including WCAG 2.1 AA, ISO 9241-210, Nielsen's 10 usability heuristics, atomic design methodology, and Jobs-to-be-Done framework.
- Applied generative AI tools (ChatGPT, Claude) for UX copywriting, stakeholder documentation, and design decision records; used AI-assisted research synthesis and integrated AI-powered design tools (Figma AI, v0) into exploration workflows.
- Wrote in-product text and microcopy across the mobile suite and web admin consoles, and created and maintained content for the RigER customer-facing website.

Tools and Platforms

Design and prototyping: Figma, FigJam, Webflow

Collaboration and workflow: Microsoft Teams, Asana, Notion, Loom, Microsoft Office 365

Research and analytics: Dovetail, Maze, Hotjar, Amplitude, Google Analytics 4

AI stack: Claude, ChatGPT, Figma AI, v0, Midjourney

Standards and Methodologies

WCAG 2.1 AA (transitioning to WCAG 2.2 AA), ISO 9241-210, ISO 9241-110, Nielsen's 10 usability heuristics, atomic design methodology, Jobs-to-be-Done framework, Double Diamond process

Senior Product Designer

Ledo digital Jul 2023 – Sep 2024 Tallinn, Harjumaa, Estonia · Remote · Permanent Full-time

SFIA: User Experience Design (HCEV) L4 · User Experience Evaluation (USEV) L4 · User Research (URCH) L4 · User Experience Analysis (UNAN) L4 · Accessibility & Inclusion (ACIN) L4 · Content Design & Authoring (INCA) L3 · Requirements (REQM) L3 · Methods & Tools (METL) L3

Context: Company relocated from Odesa, Ukraine to Tallinn, Estonia in July 2023. Role continuity from Senior Product Designer (Odesa).

Scope

Senior Product Designer at a digital product design agency, leading design across multiple concurrent digital product streams following the company's relocation from Odesa, Ukraine to Tallinn, Estonia. Scope covered B2B SaaS, FinTech, MedTech, PropTech, and AI-powered products across web and mobile platforms — serving both enterprise clients and consumer-scale audiences in regulated and non-regulated domains.

Impact

Maintained design continuity, preserving delivery velocity. Established design review and critique rituals adapted for distributed-team async collaboration. Evolved shared design system components and patterns across product streams, reducing per-project setup time and improving cross-team consistency. Mentored mid-level designers through the organizational transition. Brought emerging generative AI tools into design workflows ahead of mainstream agency adoption.

Key Responsibilities and Contributions

- Led design for multiple concurrent digital product streams spanning B2B SaaS, FinTech, MedTech, PropTech, and AI-powered products in a distributed international environment following the company's relocation from Odesa, Ukraine to Tallinn, Estonia.
- Designed user-centered web and digital product interfaces aligning business objectives, user needs, and functional requirements across diverse domain contexts.
- Produced user flows, information architecture, wireframes, and high-fidelity interface designs across web and mobile platforms.
- Built interactive prototypes to validate concepts and align distributed stakeholders across timezones.
- Conducted end-to-end user research programs — stakeholder interviews, moderated and unmoderated usability testing, heuristic evaluations, and synthesis of qualitative and quantitative feedback — across international user contexts and multiple regulated domains.
- Collaborated with product managers, software developers, and business stakeholders across distributed teams throughout the product lifecycle.
- Translated ambiguous business and technical requirements into scalable, maintainable design solutions.
- Participated in product discovery, feature planning, and cross-team design reviews.
- Created, maintained, and evolved shared design system components, interaction patterns, and style guides across product streams to ensure consistency and scalability.
- Ensured accessibility compliance, responsive behavior, and visual consistency across digital surfaces in alignment with WCAG 2.1 AA, ISO 9241-210, and Nielsen's 10 usability heuristics.
- Prepared detailed design specifications and production-ready assets for remote engineering handoff.
- Worked closely with engineering teams during implementation to ensure design accuracy and usability quality.
- Reviewed implemented features in staging and production and provided structured feedback to support continuous UX improvement.
- Analyzed user behavior data and usability findings to inform iterative design improvements.
- Applied recognized usability and accessibility standards including WCAG 2.1 AA, ISO 9241-210, Nielsen's 10 usability heuristics, atomic design methodology, Jobs-to-be-Done framework, and Double Diamond design process.
- Mentored mid-level designers within the design team and facilitated distributed-team design reviews and critiques.
- Explored and adopted emerging generative AI tools (ChatGPT, Claude, Midjourney) for design ideation, content generation, and research synthesis as these technologies matured through 2023–2024.
- Wrote in-product text and microcopy across product surfaces, and contributed content for client websites across engagements.

Tools and Platforms

Design and prototyping: Figma, FigJam, Webflow

Collaboration and workflow: Microsoft Teams, Asana, Notion, Loom, Microsoft Office 365

Research and analytics: Dovetail, Maze, Hotjar, Amplitude, Google Analytics 4

AI stack: Claude, ChatGPT, Figma AI, v0, Midjourney

Standards and Methodologies

WCAG 2.1 Level AA, ISO 9241-210, ISO 9241-11, Nielsen's 10 usability heuristics, atomic design methodology, Jobs-to-be-Done framework, Double Diamond process

Senior Product Designer

Ledo digital Jul 2022 – Jun 2023 Odesa, Ukraine · Remote · Permanent Full-time

SFIA: User Experience Design (HCEV) L4 · User Experience Evaluation (USEV) L4 · User Research (URCH) L4 · Accessibility & Inclusion (ACIN) L4 · Content Design & Authoring (INCA) L3 · Requirements (REQM) L3 · Methods & Tools (METL) L3

Scope

Promoted to Senior Product Designer following progression from Product Designer over preceding 2.5 years. Lead individual contributor for key product workstreams across multiple concurrent client engagements, spanning B2B/B2BC SaaS, FinTech, MedTech, HRTech, and data platform products on web and mobile. Senior Product Designer scope: end-to-end product ownership, research execution, design system contribution, and design critique facilitation within an agency model serving enterprise and consumer-scale clients.

Impact

Earned promotion from Product Designer to Senior Product Designer through demonstrated ownership and cross-functional impact. Contributed to design system evolution — components, patterns, and style guides — that scaled across multiple client engagements. Grew into a trusted design partner for product managers and engineering leads on complex product workstreams. Began mentoring mid-level designers on design system practice.

Key Responsibilities and Contributions

- Owned design for key product workstreams end-to-end, from discovery through delivery and post-launch iteration, across B2B SaaS, FinTech, MedTech, HRTech, and data platform products.
- Designed user-centered interfaces for web and mobile platforms aligning business objectives, user needs, and functional requirements.
- Led user research initiatives including stakeholder interviews, moderated usability testing, heuristic evaluations, and synthesis of findings into actionable design direction.
- Produced user flows, information architecture, wireframes, and high-fidelity interface designs across web and mobile surfaces.
- Built interactive prototypes to validate design concepts with stakeholders and end users.
- Collaborated with product managers, software developers, and business stakeholders across the full product lifecycle to define requirements and scope solutions.
- Translated business and technical requirements into scalable, user-friendly design solutions.
- Participated in product discovery, feature planning, and design critique sessions.
- Contributed to the evolution of the shared design system — components, interaction patterns, design tokens, and style guides — to ensure consistency across client engagements.
- Ensured visual consistency, responsive behavior, and accessibility compliance across digital surfaces in alignment with WCAG 2.1 AA, ISO 9241-210, ISO 9241-11, and Nielsen's 10 usability heuristics.
- Prepared detailed design specifications and assets to support engineering handoff.
- Worked closely with development teams during implementation to ensure design accuracy and usability quality.
- Reviewed implemented features and provided structured feedback to support continuous UX improvement.
- Analyzed user behavior data and usability findings to inform iterative design improvements.
- Applied recognized usability and accessibility standards including WCAG 2.1 AA, ISO 9241-210, Nielsen's 10 usability heuristics, atomic design methodology, Jobs-to-be-Done framework, Design Thinking, and Double Diamond design process.
- Mentored mid-level designers on research methodology and design system practice, and facilitated design critique sessions.
- Began exploring generative AI tools (ChatGPT, Midjourney) for ideation and content generation as these technologies became publicly available in late 2022 and through 2023.
- Wrote in-product text and microcopy across product surfaces, and contributed content for client websites across engagements.

Tools and Platforms

Design and prototyping: Figma, FigJam, Webflow

Collaboration and workflow: Miro, Notion, Slack, Loom, Jira, Microsoft Office 365

Research and analytics: Maze, Hotjar, Google Analytics 4

Standards and Methodologies

WCAG 2.1 Level AA, ISO 9241-210 (human-centred design), ISO 9241-11, Nielsen's 10 usability heuristics, atomic design methodology, Design Thinking, Double Diamond process

Product Designer

Ledo digital Jan 2020 – Jun 2022 Odesa, Ukraine · Remote · Permanent Full-time

SFIA: User Experience Design (HCEV) L4 · User Research (URCH) L3 · User Experience Evaluation (USEV) L3 · Accessibility & Inclusion (ACIN) L3 · Content Design & Authoring (INCA) L3 · Graphic Design (GRDN) L3

Scope

Promoted from UX/UI Designer to Product Designer. Worked across multiple concurrent client engagements, spanning B2B SaaS, FinTech, PropTech, MedTech, and consumer mobile products on web and mobile. Expanded responsibilities from interface execution into end-to-end product design, including research, discovery, design, prototyping, and engineering handoff, across diverse domain contexts and user audiences.

Impact

Expanded scope from interface-level execution into end-to-end product design ownership across the design lifecycle. Owned design for key product workstreams across multiple concurrent client engagements. Began contributing to shared design system components and patterns. Earned promotion to Senior Product Designer in July 2022 based on demonstrated ownership, cross-functional collaboration, and impact across client engagements.

Key Responsibilities and Contributions

- Owned design for key product workstreams across multiple concurrent client engagements, spanning B2B SaaS, FinTech, PropTech, MedTech, and consumer mobile products on web and mobile platforms.
- Designed user-centered interfaces aligned with business objectives, user needs, and functional requirements.
- Produced user flows, information architecture, wireframes, and high-fidelity interface designs across web and mobile surfaces.
- Built interactive prototypes to validate design concepts with stakeholders and end users.
- Conducted user research including usability testing, stakeholder interviews, and synthesis of user feedback to inform iterative design improvements.
- Partnered with product managers, software developers, and business stakeholders across the product lifecycle to define requirements and shape design solutions.
- Translated business and technical requirements into user-friendly, maintainable design solutions.
- Contributed to feature planning sessions and design reviews.
- Contributed to shared design system components, interaction patterns, and style guides to ensure consistency across client engagements.
- Ensured visual consistency, responsive behavior, and accessibility compliance across digital surfaces in alignment with WCAG 2.1 AA, ISO 9241-11, and Nielsen's 10 usability heuristics.
- Prepared detailed design specifications and assets to support engineering handoff.
- Worked closely with development teams during implementation to preserve design intent.
- Reviewed implemented features and iterated on UX improvements based on usage data and user feedback.
- Applied recognized usability and accessibility standards including WCAG 2.1 AA, ISO 9241-11, Nielsen's 10 usability heuristics, Design Thinking, Double Diamond design process, and atomic design principles.
- Wrote interface copy and microcopy across product surfaces, and contributed content for client websites within projects.

Tools and Platforms

Design and prototyping: Figma, Sketch, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator)

Collaboration and workflow: Miro, Notion, Slack, Loom, Jira, Trello, Microsoft Office 365

Research and analytics: Maze, Hotjar, Google Analytics 4

Standards and Methodologies

WCAG 2.1 Level AA, Nielsen's 10 usability heuristics, ISO 9241-11 (usability definitions), Double Diamond design process, Design Thinking, atomic design principles

UX/UI Designer

Ledo digital Jan 2018 – Dec 2019 Odesa, Ukraine · Remote · Permanent Full-time

SFIA: User Experience Design (HCEV) L3 · User Experience Evaluation (USEV) L3 · Graphic Design (GRDN) L3 · Methods & Tools (METL) L3

Scope

Covered interface design execution for B2B SaaS, websites, and consumer mobile products on web and mobile platforms. Built foundational expertise in interface design, user flows, and usability principles across multiple concurrent client engagements under the supervision of senior designers.

Impact

Built foundational UX/UI skill set across diverse client engagements. Delivered consistent interface design output across multiple concurrent projects. Earned promotion to Product Designer in January 2020 based on demonstrated craft growth, reliability, and cross-functional collaboration with senior designers and developers.

Key Responsibilities and Contributions

- Designed user interfaces for web and mobile digital products across B2B SaaS, marketing websites, and consumer mobile products, grounded in usability principles and visual design fundamentals.
- Produced user flows, wireframes, mockups, and interactive prototypes to communicate design direction.
- Collaborated with senior designers, product managers, and software developers across the design and delivery process.
- Contributed to usability reviews and iterative design improvements based on stakeholder and user feedback.
- Produced design assets and specifications to support developer handoff.

- Applied foundational accessibility and usability standards including WCAG 2.0, Nielsen's 10 usability heuristics, and Double Diamond design process in day-to-day design work.

Tools and Platforms

Design and prototyping: Sketch, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator)

Collaboration and workflow: Slack, Jira, Trello, Microsoft Office 365

Research and analytics: Hotjar, Google Analytics 4

Standards and Methodologies

WCAG 2.0 (awareness), Nielsen's 10 usability heuristics, Double Diamond design process, basic accessibility principles

CAREER PRODUCT PORTFOLIO

ENTERPRISE & OIL & GAS

ERP (SaaS) · B2B · Energy / Oil & Gas · Field service systems · Complex / Enterprise UX · Data-heavy interfaces · App Store

RigER Field — Mobile App

RigER Dispatch — Mobile App

RigER Sales — Mobile App

RigER Approvals — Mobile App

RigER PRO — Mobile App

RigER PRO — Website

HEALTH & LIFE SCIENCES

YO (Home Fertility Testing) — Mobile App

MedTech / HealthTech · At-home diagnostics, male fertility

Connected Caregivers — Mobile App

MedTech / HealthTech (AgeTech) · Remote monitoring, care coordination

Medicat — Web App

MedTech / HealthTech · College Health EHR · Dashboard, form-heavy

Haltha Connect — Website + Web App

MedTech / Life Sciences · Clinical-trial patient recruitment

FINTECH

Klink Finance — Mobile App

FinTech · Crypto / Web3 · Rewards and wealth product

Global Millennial Capital — Website

FinTech · Venture Capital · AI-driven investment platform

Future Exchange — Website + Web App

FinTech · Trading / exchange platform

GAMING, SPORTS & ENTERTAINMENT

Yodo1 — Web App

Gaming · AdTech · Game growth and monetization · Dashboard / Analytics

Rize — Website + Web App

Gaming / Esports · Team matchmaking, performance tracking

Clubforce Connect — Mobile App

SportsTech · Club management, membership, communications

Compare TV — Website

Media / Entertainment · Streaming and content discovery

WORK & TALENT PLATFORMS

wrkwrk — Mobile App

HRTech / Staffing · Two-sided marketplace · Shift work

Wild.Codes — Website + Web App

HRTech / Recruiting · AI-driven developer-hiring marketplace

Joslin Insight — Mobile App

HR Tech / People Analytics · Workforce sentiment & feedback app · Real-time Data

PROPERTY, LOCAL SERVICES & COMMERCE

DIM 9000 — Mobile App

PropTech · Residential property management

ConvertLabs — Web App

Field Service / SMB SaaS · Booking, dispatch and marketing for local services

Stacktome — Website

RetailTech / eCommerce · Reviews and customer-data product

CONSUMER, TRAVEL & SUSTAINABILITY**Princess Cruise Lines (MedallionClass) — Mobile App**

TravelTech / Hospitality · Large-scale guest-experience platform

TreeApp — Mobile App

ClimateTech / Sustainability · Consumer engagement, gamification

PLATFORMS, SECURITY & EDTECH**Easy Identity — Website + Web App**

Cybersecurity / IAM · Enterprise SSO, MFA, user provisioning

Genie Cloud — Web App

DevTools / Data · No-code / low-code platform for data applications

YouMakr — Website + Web App

EdTech / AI · AI study tool for medical and healthcare students