

Summary

Seasoned in crafting engaging, behavior-centric experiences with a proven ability to lead design teams and align UX strategies with business growth. Excels in creating intuitive, visually compelling interfaces that drive user engagement. Experienced in shaping and scaling product design from the ground up in dynamic startup environments.

Expertise

Product Design – User research, wireframing, rapid prototyping, UI design, and usability testing
Startup Leadership – Shaping early-stage product design and defining a long-term design vision
Team Growth – Recruiting, mentoring, and scaling design teams in high-growth environments
Data-Driven – Using analytics tools to inform design decisions

Experiences

Design Lead

Ascella LLC
Feb 2022 - Present

- Led end-to-end design for consumer-facing products, ensuring seamless experiences across devices.
- Built and scaled a design team from 0 to 4 designers, aligning efforts with product managers, engineers, and stakeholders.
- Developed and maintained a scalable design system
- Applied user research and behavioral analytics to drive UX improvements, increasing engagement and retention.

Lead Designer

Nuts Technologies
Aug 2020 - Jan 2022

- Designed intuitive UIs for mobile and web applications
- Developed and maintained a component-based design system, ensuring consistency and scalability.
- Collaborated with Devs, PMs, and CEO to align design strategy with business growth.

Design Lead

ACS Ltd.
May 2015 - Jun 2020

- Led the UI/UX strategy for multiple games, focusing on usability, accessibility, and conversion optimization.
- Built and maintained a scalable design library, streamlining workflow across teams.
- Balanced aesthetics, performance efficiency and high-quality UX.
- Recruiting and coaching designers

- Live casino & slot game UI design
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Senior UI Designer

ACS Ltd.

Apr 2010 - Apr 2015

- Designed UI for real-time user interfaces, motion graphics, and gamification elements.
 - Optimized user experience by integrating A/B testing and analytics-driven insights.
 - Live game & slot game UI design
 - Promotion design
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Senior Graphic Designer

Gamania Group

Apr 2007 - Mar 2010

- Designed and optimized web experiences, marketing assets, and interactive components.
- Coaching junior designers to make sure the outcomes meet expectations.

Tools

Design – Figma, Sketch, Zeplin, Photoshop, Maze, Hotjar, Midjourney, ChatGPT, Spline

AI – Midjourney, ChatGPT, Perplexity, Claude

Collaboration – Figjam, Notion, Jira, Slack, Miro

Certificate

Google UX Design

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