
EXPERIENCE

Amiro Remote
Founder & Head of Design Sep 2023 — Present

- Founded and run a crypto-focused design studio building Web3 products with founder-led teams, translating complex crypto flows into usable interfaces across fast, high-stakes launches.
- **ATM (ML-powered crypto discovery):** Built and launched a token discovery product 0-to-1, reaching \$30K MRR within two months; owned information architecture, algorithmic token screening, trading analytics, and real-time market monitoring.
- **Contra (algorithmic trading execution):** Designed a countersell execution product for crypto traders built around volume-based automation, owning order timing, stealth execution mechanics, and trader controls.
- **Pygmalion (crypto prediction market):** Led product design from concept to shipped interface — trading flows, market-creation tooling, and settlement UX — and built the supporting design system and visual identity.
- **Ton Bubbles (TON discovery platform):** Led design through rapid growth and a \$1.5M market-cap token launch, coordinating a team of 10 across product, brand, and growth surfaces.
- **Humans (Web3 fundraising platform):** Redesigned product and brand for a platform connecting startups with 750+ active investors; designed the investor network, demo day, and pitch service experiences.

Tulipshare United Kingdom · Remote
Head of Product Design Aug 2021 — Jul 2023

- Led product design for a UK fintech platform, overseeing a full redesign of web and mobile applications while driving measurable growth in key conversion metrics.
- Increased KYC conversion from 40% to 85% and landing-page conversion to 16% through strategic UX improvements and testing.
- Launched iOS and Android applications, including a comprehensive design system supporting 200+ screens across multiple platform features.
- Directed platform rebrand and migration, coordinating with engineering to maintain product velocity during transition.
- Owned end-to-end design for core flows: onboarding, portfolio management, deposits/withdrawals, and KYC verification.

Freelance Remote
Senior Product Designer Dec 2018 — Oct 2021

- Design partner for early-stage crypto, SaaS, and energy-tech startups, specializing in 0-to-1 product development and strategic repositioning.
- Designed crypto trading applications and mobile adaptations for blockchain-native platforms.
- Led UX research using personas, JTBD, and customer journey mapping for an LGBTQ+ community platform and solar-energy SaaS products.
- Architected flexible design systems, enabling teams to scale from MVP to production across hundreds of screens.
- Delivered wireframes, prototypes, and high-fidelity interfaces across 10+ client engagements.

EDUCATION

HSE University 2018 — 2020
B.A., International Business & Management

SKILLS & TOOLS

Design: Product Design (Web & Mobile), UX & UI Design, Brand & Visual Design, Prototyping, Wireframing, Interaction Design, User Research.

AI Workflow: Figma MCP, Claude Code, Cursor, v0, AI prototyping, prompt-driven UX.

Technical: Figma, Adobe Photoshop / Illustrator / After Effects, Cinema 4D, Spline, Miro, Jira, Confluence, Notion, HTML / CSS.

Languages: English (fluent), Russian (native).

LEADERSHIP & MENTORING

- Mentored designers at Helper (educational platform for designers), guiding 2 students from zero to junior++ level.