

# Danil Gorbunov

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## Senior Product Designer | AI-Driven Product & Systems Builder

Product leader with 10+ years of experience building SaaS & **AI-powered SaaS** products from concept to revenue. Specialize in fast validation, AI-first MVP strategy, and scalable product systems that improve unit economics and accelerate go-to-market.

Reduced AI infrastructure costs by **32–60%**, accelerated releases by **45–55%**, and contributed to reaching **1200+** paying customers within **7 months**

## EXPERIENCE

### Senior product designer at **B2stack** May 2022 - Present

- Owned end-to-end AI product lifecycle (discovery → architecture → validation → GTM → revenue)
- Defined AI roadmap aligned with monetization and scalability strategy
- Reduced AI infrastructure costs by **32–60%**, improving unit economics and extending runway
- Implemented AI-first MVP framework, accelerating product releases by **45–55%**
- Contributed to go-to-market execution, reaching 1200+ paying customers within 7 months
- Increased onboarding completion by **18%** and reduced churn through conversational UX optimization
- Led cross-functional teams across product, AI engineering, and marketing
- Mentored 4 designers, reducing internal prototyping time by ~35%

## Last Projects

Fonitix AI – AI Voice SaaS (Restaurant Industry) • Designed AI call system using Telecommunication API + OpenAI API • Built backend logic in Python (FastAPI) • Implemented token-level cost optimization (~43% AI API costs) • Reduced missed calls to zero (~\$3,000/month saved per location) • Delivered production-ready solution within 10 weeks

Xproid – E-commerce AI Chatbot • Architected conversational AI using OpenAI API • Led UX and technical architecture (React frontend + backend integrations) • Increased checkout conversion by ~15% • Delivered validated product within 12 weeks

Twinzo 3D – SaaS Inventory Platform • Rapidly onboarded into 3D warehouse domain • Designed real-time inventory visualization workflows • Improved internal adoption and operational efficiency • Delivered MVP within 12 weeks

MRIACRM – Predictive CRM System • Conducted stakeholder workshops and requirement discovery • Built JIRA-integrated UX/UI/AI First prototype for predictive insights • Reduced development cycle from 5–6 months to ~3 months via early validation

Educational Literacy Platform (Valor Software, NDA) • Designed and implemented scalable design system (200+ components) • Enabled multi-role SaaS architecture • Accelerated feature rollout by ~30% • Supported successful enterprise pilot launch

### **Lead product designer at Decodexin (Krasiva) May 2013 - Feb 2022**

- Led design and launch of scalable marketplace platform
- Secured \$30k+ early-stage investment
- Increased client sales by 18–20%
- Generated ~\$70k annual operational savings per client
- Improved team productivity by 25–30% via collaborative prototyping

### **UX/UI Designer Delen Studio 2010 - 2013**

- Led brand launches and digital campaigns for international clients
- Conducted UX research and conversion optimization
- Delivered business-aligned WordPress solutions

### **CORE COMPETENCIES**

Product Ownership, AI-Driven Product Strategy, Revenue Optimization, Hypothesis Validation, Stakeholder Leadership, Scalable Design Systems

### **TECHNICAL SKILLS**

LLM Integration (OpenAI API, Claude API), Prompt Engineering & Cost Optimization, RAG Systems, Embeddings, Python (FastAPI- AI), React, Next.js, Supabase, SQL, Stripe Integration, Voice AI APIs, Git, Cursor IDE

### **EDUCATION**

MSc User Experience Design – Caledonian University, Glasgow, Scotland

MSc Computer Science – Shipbuilding University, Mykolaiv, Ukraine

IT STEP Academy (C++, C#)

BeetRoot (HTML, CSS, JS, React, PHP Backend)

### **LANGUAGES**

English - Professional working proficiency

Ukrainian - Native

Russian - Native

Slovak - Beginner

### **LECTURES**

Led AI workshops (2023–Present); mentored designers and developers; guided startup initiatives.