

Danil Gorbunov

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SENIOR PRODUCT DESIGNER, FULLSTACK AI DEVELOPER

Product Designer with **10+** years in digital products and intelligent systems. Skilled in strategic design, agile methods, and accessibility. Delivers **full-stack** products from prototype to production using **AI tools**, with proven, real-world results. **Mentor** and community builder, creating user-focused, high-impact experiences

EXPERIENCE

Senior product designer at B2stack *May 2022 - Present*

- Led design and delivery of AI products (E-Commerce AI Chatbot, Conversational AI), reducing AI model costs by **~32–60%** and delivering measurable business impact.
- Adopted coding-first MVP and AI prototyping, accelerating product launches by **45–55%**.
- Established an AI development system, preserving **~\$1.1M** in investments and securing **\$300k+** in additional contracts.
- Achieved go-to-market: **1200+** paying customers in 7 months, generating **\$0.9M+** in first-year revenue.
- Ensured **WCAG 2.2** AAA compliance for key SaaS dashboards.
- Mentored designers on AI prototyping

Additional Projects (Contract / Part-time)

- **Fonitix AI** — AI Voice SaaS (Restaurants): Built AI-voice SaaS, reduced missed calls to zero (~\$3,000/month saved), optimized AI infrastructure (**-45% API costs**).
- **Xproid** E-Commerce AI Chatbot: Developed main web app in **12 weeks**, increased checkout conversion **~15%** via automated AI interactions (FAQ, guided search, upsell).
- **Twinzo 3D** – SaaS Inventory Platform: Built warehouse platform with real-time 3D visualization, improving adoption and efficiency.
- **MRIACRM** System - Implemented rapid prototyping for **JIRA-based CRM**, delivering predictive insights, reduced dev cycle from **5–6 months** to **~3 months**.
- **Educational Literacy Platform** (Valor Software) - Created design system (200+ components) for multi-role educational platform, enabling personalized, accessible learning and successful pilot launch.

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

- Led team to design and launch a scalable marketplace platform, securing **\$30k+** early investment.
- Delivered WordPress-MVP **SaaS**, enabling store owners to update products directly; scaled to hundreds of stores with real-time API sync.
- Achieved **+18–20%** sales and **~\$70k** annual savings per client.
- Optimized workflows with collaborative prototyping & agile practices, boosting team productivity **~25–30%**.

UX/UI Designer Delen Studio 2010 - 2013

- Led brand launches, website design, and digital marketing campaigns for global clients.
- Conducted UX research, optimized WordPress interfaces, and implemented UX solutions aligned with business goals.

SKILLS

Design & Prototyping: Figma, Adobe, AI Tools

Methods & Frameworks: Design Thinking, Agile & Scrum, Lean Design, Systems Thinking

UX/UI & Research: User Research, Usability Testing, Information Architecture

Technical: React, Flutter, PHP, Python, Wordpress, Supabase, Git, AI/ML tools, Cursor...

Collaboration: Storytelling, Presentation, Workshop, Mentorship, Ecommerce

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 - B2

Ukrainian - Native

Russian - Native

Slovak - Beginner

ACHIEVEMENTS & LECTURES

Marathon finisher · **42km**, 2025

QA Open Conference · Globallogic, **1st place** in PM in team work, 2022

Golden Byte **Startup** battle, 2018

Black belt Hapkido: mentoring of martial art & **meditation**, 2017 - Present

Lecturer / Mentor: Led AI workshops for beginners to lead designers; mentored developers and guided startup projects including onyxcoach.com, 2023 - Present