

Award-winning product designer with 10+ years of experience

Employment History

Sr Product Designer at DataRobot

December 2020 — Present

US-based, AI-tech unicorn with +1000 employees and Fortune 500 clients

- Conducted 20+ user interviews with data scientists and subject matter experts about their first automated machine-learning experience
- Found 20+ user pain points through Hotjar recording and data analysis in Amplitude for DataRobot Auto ML product
- Designed and tested interactive prototypes for automated machine learning for first-time users
- The new version showed +15% retention in the first 24h and +30% conversion to the creation of a first model
- Also, I designed A.I.-driven products for the US government (HHS dep) to fight COVID-19, automate hiring decision-making for 80K+ employees, and US Navy to help fight drug traffickers.

UI/UX Design Mentor at Springboard

June 2020 — July 2021

\$500M worth, Ed-tech startup with HQ in San Francisco, CA

- One-on-one calls with UX/UI design students.
- Grading student assignments and providing feedback is essential in education.
- Conducting skill assessments for students and providing support and career guidance.

Founder at Product Design Challenge

July 2020 — October 2020

International environmental competition for product designers. Sponsored by Farmer, Proto.io, Overflow, Iconfinder, and Craftwork and jury from Google, Meta, Salesforce, Yahoo, Uber, Tinder, and others

- I created a competition concept, wrote challenges and guides for participants, assessed their case studies, and provided feedback.
- Assemble a team and oversee the design and development of the competition web application.
- Challenge received the "Product of the Day #4" award on [ProductHunt.com](https://www.producthunt.com).

Founder at Product Design Tips

2019 – 2020

Inspiration and learning chrome extension for product designers

- Lead the design and development of the product from idea to PR.
- Using the Product Led Growth methodology, I was able to increase our Monthly Active Users from 0 to 10,000.
- Improve conversion of app installs from 7.5% to 15% and decrease churn rate from 30% to 20% through user research.
- The product received the award "Product of the Day #2" on ProductHunt.com.

Sr Product Designer / Product manager at Pragmatic Play

2018 – 2020

One of the fastest-growing providers in the igaming industry

- Conducted more than 10 interviews with JTBD users to design a B2B2C web app.
- Delivered interactive prototypes, a design system, and documentation.
- Collaborated with a remote development team to deliver the final product.
- Through teamwork, helped to speed up the development life cycle from 3 weeks to 2 weeks across different time zones.
- The product received an award at the annual London ICE exhibition in 2019.

Founding Designer at Beer League

2017 – 2018

Mobile game for sports fans in pubs (Early stage startup. UK, London)

- Conducted over 20 user interviews with pub owners and sports fans.
- Developed an interactive prototype and received 89% positive feedback after testing it with potential users.
- Managed a team of three developers to build a mobile app in six months.
- Communicated with pub owners to launch a pilot version in ten pubs across the UK.
- The product was selected as one of the top 10 startups for the ICE Pitch London 2018 conference.

UX/UI Design Team Lead at Favbet

2015 – 2017

Leading sportsbook platform (web, mobile, terminals, shops) with 2.5M+ avg. monthly online users

- Led a team of four UX/UI designers and a UX researcher
 - Conducted over 30 user interviews and field research studies, as well as more than 10 surveys
 - Redesigned the mobile web app, as well as the iOS and Android apps, shop monitors, and terminal
 - Created a cohesive design system that works across multiple devices
 - Designed and tested interactive prototypes for all devices using guerrilla testing, field testing, moderated and unmoderated usability tests
 - As a result, conversions to new users increased by over 50%, new deposits increased by 12%, average session duration increased by 12%, bounce rate decreased by 20%, average page views per session increased by 35%, and click-through rates on landing pages increased by 40%.
-

<https://uxplanet.org/environmental-ethics-in-design-67b03feaa5e5>

- Article on how to help stakeholders stay aligned with the user research findings. Published in UX Collective Bootcamp (2M+ monthly readers)

<https://bootcamp.uxdesign.cc/how-to-make-design-sign-offs-less-dull-figma-freebie-d5b>