Eugene Evgen - Senior SaaS & AI Product Designer

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PROFILE

AI-powered Product Designer & UX Researcher (12+ yrs) specializing in proptech, fintech, e-commerce B2B SaaS and health, lifestyle, productivity B2C apps. Expert in streamlining complex systems and integrating AI into design workflows. Known for combining deep user research with rapid prototyping (Figma, V0, Cursor, Google AI Studio, OpenAI, Claude, Swift, HTML/CSS) to deliver measurable impact. Entrepreneurial mindset with hands-on experience launching both B2B and B2C SaaS products.

WORK EXPERIENCE

1. AI-Driven Product Designer & Researcher (GoCanopy, France)   September 2024 - Present
Prototyped solutions for a new asset management platform with V0 and Google AI Studio to analyze user research data and validate concepts; prototypes contributed to *securing a Fortune 500 client contract in Q1 2025*.
Optimized investor workflows for a proptech investment platform through in-depth interviews with hotel industry investors, *increasing task completion speed by 32%*. Designed an AI-powered chatbot, *improving investment database workflow efficiency by 20%*.

2. Senior Product Designer (Monocle, USA)   May 2024 - July 2024
Redesigned the onboarding flow for an e-commerce AI forecasting tool, *reducing user drop-off by 40%* through a UX audit with current clients that identified and eliminated key friction points.

3. UX Researcher (Polyagent AI, USA)   January 2024 - March 2024
Saved $100K of investments for AI assistant MVP by conducting 10 in-depth interviews with real estate agents, uncovering key insights into their workflow, and providing critical data that prevented potential wastage and guided strategic decision-making.

4. Senior Product Designer (Metapraxis, UK)   February 2023 - July 2023
Designed a high-fidelity demo for a new web budgeting platform targeting enterprise companies based on 9 different user scenarios and delivered in a two-month timeframe. This initiative resulted in a *50% conversion rate* to early adopters, derived from 20 client interviews that provided valuable feedback on user needs, competitor strengths, and market gaps.

5. Senior Product Designer (Mobius Labs, Germany)   January 2022 - September 2022
- Enhanced AI SDK demo for B2B creative companies by conducting UX review workshops and sales team interviews, creating industry personas, and redesigning structure and onboarding, leading to a *100% increase in demo usage* during the sales process.
- **Implemented a design system** utilizing the MUI framework and Figma and Storybook libraries, resulting in almost a *2x increase* in design production speed and ensuring consistency in front-end implementation.

6. Senior Product Designer (BladeInsight, Portugal)   July 2021 - March 2022
Designed new autonomous drone inspection software for wind turbines, resulting in up to a *34% increase in efficiency* for drone operators' tasks. Achieved this by collaborating with drone operators through interviews and feedback, and adhering to sunlight-aware UI principles. Tested and refined in field conditions to optimize performance.

7. Product Designer (Schmitz Cargobull, Germany)   March 2019 - October 2020
Designed mobile trailer manager for iOS and Android in 8 weeks, resulting in *1828 downloads* and a *5-star rating* within 8 months post-launch. Achieved this by collaborating with fleet operators through interviews and feedback, and with the production team, including the PM, BA, engineers, and QA.

8. Oxford University Research Team (2021-2021) | **9. ADNOC Group** (2020-2020) | **10. Knight Frank** (2019-2019) | **11. Volotea** (2017-2018) | **12. Boston Consulting Group** (2017-2017) | **13. Xebia** (2017-2021) | **14. TutorMe** (2015-2016)

Founder (Keepiko, B2C SaaS, iOS)
Launched September 2025

Built and launched an iOS SaaS product with AI-assisted workflows for research, prototyping, branding, and development, achieving *3.1K impressions, 117 users, 5.6% conversion rate, $50 MRR, 0 crashes* in the first two weeks, while leveraging AI tools (Cursor, Claude, OpenAI, Google AI Studio) to optimize strategy and validate product-market fit.

iOS Developer / WatchOS (HydroCoach by Codium, Austria)
January 2025 - February 2025

Developed the WatchOS companion app for HydroCoach, a leading hydration app with 2.6M+ users, integrating WatchConnectivity with CoreData to ensure seamless synchronization between iOS and Apple Watch, delivering a reliable cross-device experience.

Top 1% Upwork Freelancer Worldwide - Expert-Vetted (2024) | Hacking with Swift, iOS development (2024)
Google Design Thinking (2020) | IBM Design Thinking (2020) | Upwork UI Design (2020) | Google Product Design (2018)

Graphic Design Bachelor - ZNTU, Ukraine | Civil Engineering Master - ZNU, Ukraine

Design & HCI: Figma, Adobe CC, Framer, Webflow, design systems, prototyping, UX research, information architecture
AI & prototyping: OpenAI API, Google AI Studio, V0, Cursor, Claude, Midjourney (prompting, prototyping, evaluations)
Engineering & tools: Swift (iOS), JavaScript, HTML/CSS, Git, React, Next.js, Python
AI product practices: Prompt design, AI-human interaction design, fallback UX, playbooks, workshops
Other: Customer research, competitive analysis, usability testing, designer-developer handoff, governance & brand safety

English - Advanced
Portuguese - Lower intermediate
Ukrainian - Native
Polish - Advanced
Russian - Advanced