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Product Designer (UX/UI)

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Case studies: Ownership.Health, Carfy platform, Carfy app, Diab, Duo

SUMMARY

Product Designer. About 10 years in design, 6+ of them in product: HealthTech, B2B SaaS, mobile apps. Before product, four years of graphic design, and two years in CPA marketing before that.

Started every product from zero: no prior research, structure or design system. Work closely with stakeholders, product managers and engineers and take the product to production.

Looking for: a product designer role in HealthTech, B2B SaaS or mobile products. Both a launch from zero and an already running product are a fit. Remote, full-time or contract.

KEY RESULTS

- **Ownership.Health.** The coaching platform went to production in about 12 months. At handoff, 4 coaches and 22 clients were using it. Coaches had noticeably less routine work.
- **Carfy.** The web platform and the mobile app went to production in about 10 months. After launch, the first service bookings came through the app, around 15.
- **Diab.** An app for people with diabetes, designed in 6–8 months. Built on about 10 interviews with people with diabetes and parents of children with diabetes.

SKILLS

Product design: UX/UI design, user research and interviews, information architecture, user flows, wireframing, prototyping, interaction design, visual design, usability testing, design systems (tokens, component libraries, Figma variables), developer handoff, accessibility (WCAG).

Product and team: launching products from zero, scoping the first version, working with stakeholders, product managers and engineers.

Metrics and monetization: payment page and paywall optimization, funnels and conversion, ARPU, LTV, retention, acquisition cost (CPA, CAC).

AI in the workflow: building design systems with AI, building products and working prototypes with Claude Code (also Cursor, Codex; Next.js, React, TypeScript, Tailwind CSS, shadcn/ui), custom Claude skills for recurring design tasks, animation in code (Remotion).

Graphics and motion: brand identity, print, 3D illustration (Cinema 4D, Blender), animation (After Effects).

Tools: Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Cinema 4D, Blender, Notion, Git.

AI IN MY WORKFLOW

AI is a permanent part of how I work. Research, product structure and the key interface decisions stay with me.

- **Design systems with AI.** Tokens, components and their states are built with AI, in Figma and in code at the same time. Design and code drift apart less, and the system comes together much faster.
- **Products with Claude Code.** I build working products and prototypes straight from Figma designs. Small internal tools and first product versions I take to a working state myself.
- **Custom Claude skills.** A set of instructions for recurring design tasks: picking icons from approved sets, replicating designs, animation in Remotion. The routine is no longer done by hand, and the result is the same every time.

- **Animation in code.** Animated the Ownership.Health logo and screens in Remotion myself. No motion designer was needed.

WORK EXPERIENCE

Product Designer, Outsourced (Contract) 2020 – Present

External product designer for startups and product teams, working under contract, remote. Four products below. Each one started from zero.

HealthTech · Product Designer · Ownership.Health 2025 – 2026

Web platform for health coaches: client management, wearables data, goals and progress. Startup.

Problems

- Client data was scattered across trackers, messengers and spreadsheets. Before every session the coach put the picture together by hand.
- Wearables produce a lot of raw metrics: sleep, heart rate, activity. Without filtering, the coach drowns in numbers and misses what needs attention.
- Between sessions, client progress was invisible. Goals lived in chat threads, and deviations were noticed late.
- The product had no structure and no design system, while engineering needed predictable designs.

What I did

- Mapped how a coach prepares for a session and works with a client between meetings. Built the information architecture around the client and moved data sources to the background.
- Designed the dashboard: key metrics, goals and deviations for each client are visible at once, with no manual assembly.
- For wearables data, defined which metrics to show, how to set goals and how to track progress between sessions.
- Built a token-based design system and handed the designs over to engineering.
- Animated the logo and screens in Remotion for product marketing.

Result

- The platform went to production in about 12 months. At handoff: 4 coaches and 22 clients.
- Coaches had noticeably less routine work. For the platform this is a direct lever: a coach's time caps the number of clients they can take on.

Case study: HealthTech coaching platform dashboard

Automotive services, e-commerce · Product Designer · Carfy 2023 – 2024

Two products for one client: a web platform that combines auto repair with an online store, and a car service mobile app.

Problems

- Service bookings went through phone calls and messengers. Customers could not see available slots or the price in advance.
- After dropping off the car, customers had no idea what was happening to it: repair status, timing, extra work.
- Parts and services lived separately. A customer could not pick a part for their car and book the installation in one go.
- Web and mobile had to work as one product without doubling the engineering effort.

What I did

- Booking flow: service, garage, time. The customer sees the price before confirming.
- Customers follow the repair in the app: statuses, timing, approval of extra work.
- Linked the catalog to services: purchase and order tracking in one flow.
- Built one component library for both products. Engineering did not have to build the same thing twice.

Result

- Both products went to production in about 10 months.
- After launch, the first service bookings came through the app, around 15. Each one takes a call or a chat thread off the garage administrator.

Case studies: Carfy platform, Carfy app

HealthTech, diabetes · Product Designer · Diab 2021 – 2022

Mobile app for daily diabetes management. Audience: people with any type of diabetes and parents of children with diabetes.

Problems

- Diabetes means dozens of decisions a day. Records were kept in paper diaries and scattered apps, with no single picture.
- A glucose number without context either scares or says nothing. People see the figure and cannot tell whether it is in range or where the trend is heading.
- A parent needs to see the child's readings, and data entry has to be fast enough that people do not quit after a week.
- Reminders about measurements and medication easily turn into noise that gets switched off.

What I did

- Ran about 10 interviews with people with diabetes and parents of children with diabetes. The app scenarios came from their daily routines.
- Made input fast: glucose, medication and meals are logged in a few taps.
- Based data presentation on health literacy principles: every reading sits next to its range and trend and is clear without medical training.
- Tied reminders to the person's routine, so there is less reason to turn them off.

Result

- Full app design in 6–8 months. The decisions grew out of interviews with people with diabetes and their parents.

Case study: Diab, diabetes mobile app

Dating, consumer mobile · Product Designer · Duo 2020 – 2021

Mobile dating app.

Problems

- Long onboarding: users leave before they see the first profile.
- Empty, formal profiles: people have nothing to start a conversation with.
- Safety: fake profiles and unwanted messages. Users need control without a more complicated interface.
- The audience has strong habits from other apps. The product has to differ without breaking familiar actions.

What I did

- Merged onboarding with profile creation: the profile fills in along the way and gives people something to talk about.
- Designed matching and chat.
- Added safety flows: report, block, control over incoming messages.

Result

- Full app design through final UI. The process is documented as a public case study.

Case study: Duo, dating app

Graphic Designer, Outsourced (Contract) 2016 – 2020

- Brand identity, marketing materials and print for small and mid-size businesses.
- Also: 3D illustration in Cinema 4D and Blender, animation in After Effects.
- What it adds to product work: visuals, typography, illustration and simple animation are covered in-house, with no separate specialist.

CPA / Affiliate Marketing 2014 – 2016

- Traffic arbitrage on the CPA model: ad campaigns, creatives, landing pages.
- What it adds to product work: the habit of counting the funnel and the cost of a target action. Payment pages, paywalls and onboarding get judged by conversion and revenue per user.

EDUCATION

TPCREA 2010 – 2014

Associate Degree (Diploma) in Radio Engineering.

LANGUAGES

English: B2. Russian: native.