

## WORK EXPERIENCE

### Product Designer

Kyla (Action Urgent Care clinics) (Jul 2022 – Present)

Healthcare PHM Mobile Medtech AI Appointments Anti-Aging Labs

- The new design increased the average number of monthly appointment bookings through the app by 627% in 2y; increased the consultation check-in rate by 51%; improved the retention rate for the 2nd appointment by 200% and for the 3rd appointment by 600% (30d).
- Created a design system for the patient app and PHM for doctors that increased design process efficiency and ensured product consistency.
- Conducted user and data research that helped reveal design issues and reduce drop-offs for booking (payment process by 17%, insurance process by 25%).
- Improved the design-to-development process, worked closely with PMs to define product requirements, set OKRs, and prioritize features.

### Product Designer / iOS Developer

Foodpedia • Own project (Jun 2021 – Present)

Healthcare Nutrition Mobile 0 to 1 Solo Founder

- Designed, created content, developed, and launched an iOS app.

### Founding UI/UX Designer

ProofSpace (Feb 2020 – Mar 2022)

Digital Identity Startup Blockchain Marketplace B2B COVID 0 to 1

- Designed a B2B web platform and a mobile app for managing verifiable digital credentials, which helped the company to start selling the product on the market. The designed products enabled the company to achieve a 200% revenue growth.

### Product Designer • UI/UX Designer • iOS Developer

Freelance (Apr 2017 – May 2021)

Fintech Startup SaaS E-commerce Medical Billing Telecom Blockchain

- Various mostly mobile iOS-based projects for clients: app for tracking finances (20,000 downloads with 3% user-to-customer conversion rate); app for doctors to scan labels (developed, in testing); calling app and other (released).

### Founding UI/UX Designer

Leantegra (Now 2014 – Mar 2017)

Internet of Things Startup B2B SaaS PaaS Big Data 0 to 1

- Designed a B2B web platform for beacon deployment and location analytics, enabling the business to acquire over 30 customers across 13 countries (US, UK, UAE, Qatar) and secure \$3.1M in funding.
- Designed mobile demo apps for proximity marketing campaigns that helped the company to convert leads into customers.

## CONTACTS

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## SKILLS

- Requirements gathering
- Design strategy
- User research
- Data research
- Heuristic evaluation
- Usability testing
- Wireframing
- Interactive prototyping
- Mobile design
- Web design
- SwiftUI
- Vue.js
- HTML/CSS

## TOOLS

- Figma
- Xcode
- TestFlight
- Maze
- Miro
- Usertesting
- Confluence
- VScode