ILYA CHE

SUMMARY

US-based Product Designer with 10 years building and scaling products across startups (healthtech, SaaS, fintech, B2B). Combines UX, SwiftUI, and AI to ship 0 to 1 mobile and web experiences. Authorized to work in the US, no visa required.

CONTACTS

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WORK EXPERIENCE

Product Designer – Healthtech/AI at Kyla Clinic, US, Jul 2022 – Aug 2024.

I've worked on several projects – consumer app, EHR for doctors, AI scribe SOAP tool for providers.

For patient app, as a mobile product designer, I've redesigned booking and increased appointments up 627%, check-in up 51% (in 2 years). Also improved retention through UX – 2nd appt retention up 200%, 3rd appt up 600% (30d). And reduced drop-offs through UX research – payment down 17%, insurance down 25%. Created a design system in Figma and increased efficiency between the teams.

For EHR, I've updated the appointments flow for doctors allowing them manage the workflow easier.

For two years, I partnered with product managers and co-founders on requirements, OKRs, and priorities; collaborated with clinicians for user feedback, and devs/QA on design-to-dev handoff, fixes, and UI testing.

Founding UI/UX Designer – Digital ID/Blockchain at ProofSpace, US, Feb 2020 – Mar 2022.

Designed a B2B2C digital-credential platform that drove the Hunter School COVID project and helped ProofSpace grow revenue by 200% in 2024, securing clients like Socious, Seedstars, and eRevMax.

Collaborated with CTO, CEO on product requirements and discovery; PM on UX research.

UI/UX Designer – Medical Billing/Fintech (Contracts), US-Canada-Ukraine, Apr 2017 – May 2021.

For client from Canada, I created a private medical billing iOS app for doctors at a Calgary clinic – 80% reduction in claim processing time per week (4h now less than 1h).

For client in Ukraine, I redesigned a fintech iOS app for tracking finances – 20K+ downloads and a 3% user-to-customer conversion rate.

For client in US, I improved an online marketing web platform for e-commerce through UX and created a design system.

Founding UI/UX Designer – Internet of Things at Leantegra, US-Ukraine, Nov 2014 – Mar 2017.

Owned end-to-end design for a B2B SaaS web platform for beacon deployment and analytics — helping the team acquire 30 customers across 13 countries (US, UK, UAE, Qatar) and secure $3.1M in funding.

Worked closely with Product Owner and Business Analyst on UX and user stories, CMO on mobile sandbox apps; and engineers/QA on design-to-dev handoff.

SKILLS

Design Strategy, UX Research, Design Thinking, Wireframing, Prototyping, Usability Testing, Interaction Design, Design Systems, Mobile App Design, Web App Design, Product Analytics, SwiftUI/Swift, iOS Development, API, HTML/CSS, Voice UX/AI, React.

EDUCATION

Self-taught Product Designer from Ukraine with design and coding experience since 2014, gained through continuous self-education (YouTube, Design+Code, etc.) and hands-on startup work, turning practical learning into measurable business outcomes.

INDIE SOLO PROJECTS

Product Designer / iOS Developer – Healthtech/AI at Stealth Startup, Sep 2024 – Present.

Fully designed and engineered native iOS/macOS apps, and published on App Store. Used APIs, Firebase, and AI.

DataSightly – AI-powered web-based dashboard to explore financial data easily.

Fooodpedia – app to promote healthier eating (5K+ downloads, 4.7 rating, featured on YouTube as "Yuka for natural foods").

Insightor – macOS app for App Store research with AI analysis.

CalTalk – iOS app for calorie tracking using natural voice input and AI.

TOOLS

Figma, Xcode, Cursor, TestFlight, GA4, Firebase, LLM/AI, App Store Connect, Maze, Notion, Linear, Rotato, CapCut, Supabase.