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Principal Product Designer (UX/UI) · Enterprise SaaS
B2B & B2C Platforms · AI Product Design · Design Systems

Summary

Principal Product Designer with 15 years across B2B platforms and consumer products. I lead design strategy and complex end-to-end work: procurement and quoting workflows, dashboards, conversational AI, large-scale platform redesigns. All of it grounded in user research and analytics, and shipped to millions of users. I define the design systems other designers build against, and I stay hands-on: optimising everyday workflows and building functional prototypes with AI tools.

2 Dell President's Awards · 5 years leading design teams · AI Product Design

Skills & Specialisations

Product Design & Research

Enterprise UX · B2B & B2C Platforms · SaaS · Marketplaces · Design Systems · User Research & Analytics · Usability Testing · A/B Testing · Accessibility · Dashboards

AI Product Design & Prototyping

Design Systems for AI Products · Generative & Conversational UX · Context-Aware Personalisation · Predictive & Recommendation UX · AI Transparency & Trust · Responsible AI · AI-Assisted Design & Prototyping

Product Strategy & Experience Design

Product Strategy · Experience Vision · Data-Driven UX · Journey Mapping · Workflow Optimisation · Service Blueprinting · Information Architecture

Team Leadership & Collaboration

Design Team Leadership · Mentoring · Cross-Functional Partnership · Stakeholder Alignment · Workshop Facilitation · Design Critique

Experience

Principal UX Designer / Dell Technologies

Dublin, Ireland / 2022 – 2026

Promoted from Senior. Led design on Dell Premier's two highest-traffic surfaces: Quote Experience and Premier Homepage, across SMB, Enterprise and Partner segments.

- Owned Quote Experience end-to-end, from discovery to delivery: redesigned the critical quoting flows, making bulk quoting 3–10× faster and contributing a ~4% revenue increase through lower abandonment. Awarded a Dell President's Award.
- Led the cross-segment Premier Homepage redesign: **4.9M annual visits**, lifting **order conversion +2.1%** and **quote saves +3.2%** across three customer segments. Second Dell President's Award.
- Defined the AI-native design language and foundations for Dell's unified AI experience: surface architecture, conversational and generative patterns, transparency and trust, and a full token system across adaptive light and dark themes.
- Directed a distributed design team against those foundations, setting the brief per workstream and running the feedback loop that surfaced where the system broke under real use.
- Ran the research and experimentation behind all projects: interviews, surveys, usability testing, A/B and TNT. Aligned **20+ stakeholders** across product, engineering and business on the direction.
- Led a team of mid and junior designers plus an analyst, mentored up to four designers concurrently, and ran internal talks on AI tooling and responsible adoption.

Lead UI/UX Designer / Wunderman Thompson

Helsinki, Finland / 2019 – 2022

Led design for Nokia, KONE and Outokumpu, across global consumer launches, enterprise B2B tools, and factory software.

- Directed design for nokia.com/phones, shipping **30+ product launches** in three years, including the global No Time To Die campaign.
- Led the award-winning Outokumpu web redesign, then built the modular design system behind their factory software: a token library for colour, typography and iconography, dark-mode-by-default for low-light plants. Later adopted across other internal tools.
- Led UX for KONE, redesigning landing pages and building a B2B elevator configuration tool that streamlined procurement for enterprise customers.
- Redesigned consumer platforms for Nordic FMCG brands, running the research, personas and journey mapping behind them.

UX Lead & Product Designer / Freelance

Europe / 2014 – 2022 (alongside agency roles)

Product and UX lead for clients from global banks to early-stage startups, initially as Product Designer, later as Lead UX.

- **First Abu Dhabi Bank (2022):** ran global UX benchmarking, analysing **40+ mobile banking apps** and synthesising insights from **200+ users** to define the research framework, personas and UX roadmap for FAB's digital transformation.
- **HSBC (2022):** redesigned the internal credit forecasting platform, running 11 stakeholder interviews and Maze usability testing, and delivering the journey maps, wireframes and final product design.
- **Exsensio (2017):** Lead Designer on Hydra, a hardware test automation platform. Built the design language and a small design system from scratch, enabling engineers to test up to four devices simultaneously. Helped secure ~€50,000 in early public funding.
- Alongside these, a steady stream of product and brand work for startups across Europe.

Product Designer / Dether

France / 2018

Pioneered the UX for Dether, a blockchain P2P payments platform, from concept to launch across mobile and desktop.

- Designed the end-to-end experience, mapping complex crypto transactions into flows people could complete without understanding the chain underneath.
- Ran iterative research and usability testing with early adopters, refining onboarding, wallet creation and transaction confirmation.
- Built the design system the product shipped on: tokens, components, icon system and over 50 custom illustrations, scaled to support continuous onboarding of new tokens.

Senior UI/UX Designer / Crystal Service

Saint-Petersburg, Russia / 2013 – 2014

Designed Russia's first retail self-checkout system, later adopted by national supermarket chains, and the store operations platform behind it, covering surveillance, bookkeeping, stock, product management and labelling.

UI/UX Designer / Tillypad Ltd

Saint-Petersburg, Russia / 2011 – 2013

Designed POS and management interfaces for a hospitality platform running across hundreds of restaurants, hotels and event venues, from user journeys and wireframes through to the prototypes staff relied on daily.

Tools & Prototyping

Design & Prototyping: Figma · Figma Make · Framer · Miro · Webflow · Adobe CC

AI & Prototyping: Cursor · Claude Code · Lovable · Rocket AI · Base44 · v0 · Claude Console

Research & Analytics: Adobe Analytics · Contentsquare · Glassbox · Hotjar · UserTesting · Maze

Languages

English – Full professional proficiency · **Russian** – Native fluency · **Finnish** – Limited working proficiency · **Spanish** – Beginner

Education

- Bachelor's Degree in Dramatic Arts - St. Petersburg State Theatre Arts Academy
- Photojournalism Studies (2 years) - St. Petersburg State University
- Creative Digital Photography & High-End Photo Retouching (6 months) - Photoschool ProFotik

In my free time

I photograph everything that moves and doesn't move, build Lego like it's therapy, and get lost in books, cities, and Spanish grammar. Occasionally, I hike - mostly to balance the chocolate intake.