Artem Bryzgalov

Senior Product Designer · UX/UI · Design Systems · SaaS, Fintech, Web3

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SUMMARY

Senior Product Designer with 15 years of experience designing B2B and B2C SaaS, fintech and Web3 products end to end — from user research and UX strategy to UI, design systems and production front-end. Led design for products used by 400,000+ registered users (GetBlock) and 7,000+ businesses (CustomerBase), won multiple Web3 hackathons, and use AI tools (Claude Code, Magnific) to prototype, build and ship faster. Comfortable as a solo designer working directly with founders, product managers and engineers, or leading a small design team.

EXPERIENCE

Product Designer, Meadow

Remote · Part-time · May 2026 — Present

- Design an influencer and creator platform end to end: user research, user flows, wireframes, prototypes and UI for web and mobile.
- Partner with founders and engineers on product strategy, feature prioritization and the MVP roadmap.
- Build and maintain the design system, and create SMM content and marketing visuals for the brand.

Product Designer, GetBlock

Remote · Feb 2026 — Present

- Own product design for a blockchain RPC node provider (Web3 infrastructure) with 400,000+ registered users: the customer dashboard, the marketing website, presentations, audits and analytical reports, email campaigns and advertising materials.
- Built and maintain the design system (components, design tokens, guidelines) shared across the 2,000+ page website and the account app.
- Set up AI agent skills (Claude Code) for the design workflow and ship production front-end code myself, delivering features from design to release.

Product Designer, CustomerBase

Remote · 2018 — Feb 2026

- Led design of an all-in-one SaaS platform for US small and medium businesses: booking, calendar, website builder, billing, payments, messaging, AI agent, employee and workflow management.
- Designed web, iOS and Android apps and a Tap to Pay on iPhone POS app; overhauled the back office used by 300+ employees supporting 7,000+ businesses.
- Ran customer journey mapping, usability testing and landing page A/B experiments; reached a 4.8/5 Trustpilot rating and Capterra "Best Ease of Use" and GetApp awards.

Founding Product Designer, Collectif DAO

Remote · 2023

- Designed the brand, dApp UX/UI and investor pitch decks for a liquid staking protocol on the Filecoin Virtual Machine; the protocol reached $1M TVL at peak.
- Winner of ETH Global FVM Space Warp; selected for the FVM Mainnet cohort.

Product Designer, Trading Cashback

Remote · 2023

- Designed a crypto exchange with leverage trading, a referral program and revenue analytics in 2 months; shipped a production-ready MVP in under 4 months and cut onboarding time by ~30%.

Product Designer, Rambler&Co

In-house · 2016 — 2018

- Led the UX/UI redesign of Leto, an agency trading desk (ad tech platform) for a media network with 50M monthly visitors; 12,000+ ad campaigns a year run through Leto, and 81% of new clients become repeat clients.
- Created the design system with guidelines and technical specifications; designed new features and supported engineering integrations.

Product Designer, PlanetPass In-house · 2015 — 2016

- Designed iOS and Android apps for instant booking of guided walking tours in London ($2.5M seed-funded startup), from surveys and CJM to wireframes, interactive prototypes and UI.
- Designed the CRM (back office, inventory management, reporting) and a 500+ page product website.

Co-Founder & Art Director, Sapphire Promotion Group Remote · 2012 — 2016

- Ran art direction and client management for websites, mobile apps, advertising and packaging for SaaS, B2B and B2C clients.
- Designed the public services portals of Kazakhstan and of the Voronezh and Lipetsk regions; art-directed a 360° film on the country's history for the National Museum of the Republic of Kazakhstan.

Product Designer, WebEffector In-house · 2011 — 2015

- Redesigned one of the top 3 automated SEO and SERM SaaS platforms in Russia and improved core workflows; produced landing pages, email templates, ads, partner widgets and media kits.

Designer & Photographer, Directory Magazine 2008 — 2009

- Shot the photography and designed the layout for a free advertising catalog magazine featuring local businesses in Tashkent.

SKILLS

Product design: UX/UI design, product strategy, interaction design, information architecture, user flows, wireframing, prototyping, responsive and mobile design (iOS, Android), dashboards and data-heavy interfaces, AI-assisted design, design to code (production front-end)

Research & growth: User research, user interviews, usability testing, customer journey mapping (CJM), A/B testing, product analytics, conversion optimization

Systems: Design systems, component libraries, design tokens, guidelines, developer handoff, accessibility (WCAG)

Brand: Art direction, visual identity, branding, marketing websites, landing pages, pitch decks, advertising materials

Domains: SaaS, B2B, B2C, fintech, payments, POS, crypto, Web3, blockchain, DeFi, ad tech, e-commerce, creator economy

Tools: Claude Code, ChatGPT, Magnific, Figma, FigJam, AI design tools, v0, HTML/CSS, GitHub, Vercel, Framer, Tilda, Sketch, Adobe Creative Suite, Jira, Google Analytics, Microsoft Clarity, Mixpanel

Ways of working: Leading small multidisciplinary teams, cross-functional collaboration, Agile/Scrum, stakeholder management, working directly with founders

HACKATHONS & AWARDS

- **Collectif DAO** — Winner · Space Warp, FVM Mainnet, GPC · 2023
- **Polyfans** — Top 5 & Best Onboarding (Polygon) · HackFS, Polygon BuildIt · 2022
- **Solaris Protocol** — 2nd Place in Eastern Europe · Solana Season Hackathon · 2021
- **Watch & Listen** — 1st Place, Best Use of Livepeer · Spark University Hackathon · 2020
- **CustomerBase** — Capterra Best Ease of Use; GetApp Best Functionality & Features (CRM)

EDUCATION

- **British Higher School of Art & Design** — Moscow, 2017. For my final project I designed a CRM, which Tilda later built into its product.
- **Institute of Marketing Communications** — Moscow, 2011 — 2015
- **Mirzo Ulugbek College of Informatics** — Tashkent · now IT Park, 2007 — 2010

LANGUAGES

English — Intermediate / Upper-Intermediate (B1–B2) · Russian — Native