Vladimir Kvach

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SENIOR PRODUCT DESIGNER

Digital Health, SaaS, Fintech & EdTech · Web & Mobile · Design Systems · AI-Native Design & Code

10+ years in product design across digital health, SaaS, fintech, e-commerce, EdTech and HoReCa. I take products from 0 to 1, from research and user flows to launch and regular use, on web, mobile and kiosks. I build scalable design systems (SafetyPay, Costa Coffee, Kortext, AI Forge) that speed up releases by up to 40%, and I base decisions on user behavior, research and A/B data. I use Claude Code and Cursor daily for code-backed prototypes, design reviews and automation, cutting the design-to-working-code cycle by 50%.

+15% Successful payment conversion, SafetyPay / Paysafe	**+22%** Kiosk order conversion, Costa Coffee	**+30%** Quiz completion, Kortext Study+	**–50%** Design-to-working-code cycle, Figma + Claude

EXPERIENCE

Senior Product Designer, Vention

Mar 2021 – Present · Remote

- **Internal AI tools for skills and staffing (2026):** a family of three products: IBuddy (skills assessment and interview practice), CV Alchemist (AI tailoring of CVs to client positions) and AI Forge (staffing platform).
- **IBuddy:** designed the assessment flow with voice or typed answers and a timer, covering nine failure states such as a blocked microphone or a lost connection. Cut the MVP scope with the PM: a simple skill picker instead of a 36-skill dashboard.
- **CV Alchemist and AI Forge:** designed a side-by-side CV editor where every AI change comes with a reason, a role-based approval flow, admin screens and statistics scoped by manager level. Turned the PRD and the role matrix into a UX spec and a clickable prototype with 8 flows.
- Set up the AI Forge design system in Figma (variables, 11 text styles, core components) and extended the card-issuing API design system: components with all states and technical documentation kept design and engineering in sync.
- Designed the Demand Acceleration Platform from scratch: user flows, wireframes and responsive UI for a B2B product with omnichannel marketing, CRM and automation.
- Integrated AI (Claude Code, Cursor) into the team's workflow: built code-backed prototypes to validate flows before development, ran design reviews and mentored junior designers.

Senior UI/UX Designer, Costa Coffee

Jan 2024 – Aug 2026 · Remote · Client engagement via Vention

An omnichannel ecosystem for self-service kiosks, mobile apps and web: ordering flows, the Costa Club loyalty program and WCAG accessibility.

- **+22% order conversion:** fully redesigned the self-service kiosk interface (Self-Order Kiosks), optimizing the menu, navigation and checkout.
- **+14% average order value:** designed personalized recommendation and upsell algorithms (up-sell and cross-sell) at checkout in kiosks and the app.
- **–30% order time:** shortened ordering by simplifying flows and optimizing touch targets.
- **20% faster releases:** scaled a cross-platform design system in Figma (Variables, Component Properties) for kiosks, iOS, Android and web.

Senior Product Designer, Kortext

Apr 2025 – Feb 2026 · Remote

Education platform for universities

- **+30% quiz completion:** designed quizzes and interactive Study+ workbooks with clear feedback.
- **+25% daily activity:** redesigned content search and student dashboards, on top of a cross-platform, accessibility-first component library for mobile, web and macOS.

Senior Product Designer, Pieoneers

Aug 2021 – May 2022 · Remote

Jevitty, a longevity health app: took the product from discovery to native apps (0 to 1).

- Turned complex behavioral data (Apple Health, wearables, medical scans) into a single personalized "Jevitty Score", with clear explanations of what drives it and what to do next.
- Designed the AI analysis and personalized recommendations experience: suggestions that learn from user behavior and adapt to each person, grounded in behavioral science.
- Built interactive prototypes and validated them with real users, iterating on behavioral insights and building accessibility into the design.
- Managed the design system for client products, ran a UX audit of an MVP and built a product research plan.

Senior UI/UX Designer, SafetyPay (a Paysafe company)

Feb 2021 – Sep 2023 · Remote

Comprehensive redesign of a B2B payment platform for 17 countries.

- **+15% successful transactions:** redesigned user flows and the payment process for mobile and web.
- **40% faster releases:** built a design system from scratch to keep product teams and engineering in sync.
- **–20% time on key tasks:** ran UX research (interviews, personas, CJM) and introduced a new navigation structure.

Lead Product Designer, Arteza

Mar 2020 – May 2021

Led the design team at a US e-commerce brand (#32 on the Inc. 5000, 2020).

- **Managed a department of 6 designers:** built product design processes from business requirements to release and led a comprehensive redesign of the new trading platform for mobile and web.
- **Global design system from scratch:** designed and rolled out a single scalable component library for the entire Arteza project, ensuring visual consistency and speeding up development.

EARLIER EXPERIENCE

Lead UI Designer, Alpha Technologies Inc. · 2021–2022 · Remote: Designed product interfaces, evolved the design system and produced UX artifacts (personas, user flows).

UI/UX Designer, Arteza · 2019–2020: Designed a supply chain management SaaS platform: from first prototypes to usability testing.

Product Designer, JET BI · 2017–2019: Designed UX/UI for an MVP of a market research platform and designed iOS app screens.

SKILLS

DESIGN	Comprehensive UX/UI, responsive web and mobile interfaces, design systems, interactive prototypes, accessibility (WCAG 2.2 AA)
RESEARCH	In-depth interviews, usability testing, A/B testing, CJM, JTBD, competitive analysis
LEADERSHIP	Design process management, product strategy, design reviews, workshop facilitation, team development
TOOLS	Figma (Auto Layout, Variables, Component Properties), Photoshop, Illustrator, Claude (Design, Code), Cursor, v0, Framer, ChatGPT, Gemini, UserTesting, Hotjar, HTML/CSS/JS, Git, Miro, Jira
LANGUAGES	English (fluent) · Russian (native)

EDUCATION

Belarusian State University · 2013 – 2017: Bachelor's degree, computer science, specialization in Computer Design and Web Development.

WES Educational Credential Assessment: Degree recognized as equivalent to a Canadian education.

Verified via Credly