

Pavel Kuznetsov

Product Designer · UX / UI

Moscow · full-time, hybrid / remote

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ABOUT

Product designer with extensive design experience and a strong visual background. I design B2B SaaS and consumer products and run the full cycle — from research (customer development, JTBD, CJM) and prototyping to high-fidelity and design systems.

AI tools are part of my workflow. I use Google Antigravity and agentic environments for research, persona synthesis and prototyping; I know how to build a process around AI agents rather than use a neural network here and there.

KEY SKILLS

Product design	UX/UI, user flows, information architecture, prototyping, design systems, atomic design, web and mobile (iOS/Android)
Research	in-depth interviews (customer development), JTBD, customer journey mapping, personas, user story mapping, product hypotheses, growth metrics
AI / agentic	building agentic environments (agentic UX): working with AI agents and structuring the research → design process around them. Google Antigravity, Claude Code, Codex, Figma Make, Google Gemini, GPT, DeepSeek
Tools	Figma, Photoshop, Illustrator, Relume, Readymag, Notion, Webflow; ChatGPT, Midjourney, Recraft, Krea.ai, Claude Code, Codex
Leadership	leading design teams (up to 4 people), mentoring, processes, defending decisions in front of stakeholders
Languages	Russian — native; English — B2

SELECTED PROJECTS

AiSales Network — B2B SaaS, conversational marketing · sole designer

Visual language and UX of the core modules: Flow Builder (a visual funnel builder), Channels (unifying 8 messengers), and a Dashboard with an “emotional background” system. The foundation I designed went into production as Chatbot Funnel Designer.

2Charges — EV community mobile app · real client

Product research (personas, interviews, CJM, JTBD), redesign into a unified design system, monetization screens — shipped to production. Defended as a case at HSE Art & Design, graded 9/10.

Tam-Tam — concept platform for live music and urban art · HSE, sole author

Full product cycle: customer development (16 interviews, 36 hours), JTBD for two audiences, user flows, naming, identity, hi-fi interfaces.

EXPERIENCE

Product / UI Designer — 2Charges

2024 — 2025

Redesign and design system for an EV app, product research, monetization screens (shipped to production).

Art Director / Web & Design Lead — freelance and agencies

2020 — present

Design lead and web designer for major brands: Unilever (Rexona and Tresemmé Russia brand sites — art direction + design), Gazprom Media / TNT, Pyatnitsa! (special projects and receipt promos), Sber (Sberstrakhovanie, Samokat, “Teper Ya Boss”). Led the design practice at I-will (a team of up to 4).

Head of Design — L’Etoile

2022 — 2023

A unified visual communication concept for the retail chain (B2C), leading the design department, team processes.

Digital Art Director / Product Designer — AiSales Network

2018 — 2020

Identity and UX/UI of the core modules of a conversational marketing SaaS platform. The only designer on the team.

UI Designer — Aktsiya

2015 — 2017

Interfaces for large interactive panels, wayfinding systems for malls and museums, landing pages.

UI Designer — mobile products (Fight Club, JackSlip)

2013

Mobile interfaces and prototypes for iOS/Android, working closely with development teams.

EDUCATION AND TRAINING

HSE Art & Design	Digital product design, UI/UX — 2025
Pixel Perfect	AI Native Designer — designing with AI agents
International Institute of Advertising	Art Director, diploma — 2008
Skillbox	UI/UX design — 2018
Okkama School / Coursera	Effective communication; client communication