

Principal Product Designer

10+ years of experience

AI · SaaS · Enterprise



WEBSITE

anton-yas.com ↗

PORTFOLIO

[Dribbble](#) ↗

SOCIAL

[Linkedin](#) ↗

ABOUT

I build product identities, improve user experience, and lead design teams from strategy to delivery. I use AI to accelerate the process, reduce workload, and help teams create better products with greater business impact. **I take care of design. You worry about the rest.**

SKILLS

- **Strategic Thinking**
- **Leadership & Collaboration**
- **Design Excellence**
- **Research & Analytics**
- Branding / Corporate Identity
- User research
- Empathy and User-Centricity
- Mobile Design iOS/Android
- Usability Principles
- Wireframing
- Information Architecture
- Web Design

TOOLS

Figma · Adobe Creative Cloud · Claude Design · ChatGPT · Cursor · Framer · Spline · Maze · Dovetail · Jira · Notion · Storybook · FigJam

EDUCATION

Master Of Computer Sciences (MA) 2016-2017 Vinnytsia National Technical University	Bachelor Of Computer Sciences (BS) 2013-2016 Vinnytsia National Technical University	Software Engineer 2009-2013 Berdychiv College Of Industry, Economics And Law
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COURSES

Google Generative AI Leader · Duke AI Product Management · IDEO U Design/ Creative Leadership · Microsoft Azure AI Fundamentals · Projector: Principal Design,UX Research, Project Management. Skvot: Figma Soft & Thinking, AI Design. And more...

WORK EXPERIENCE



PRINCIPAL PRODUCT DESIGNER

Aug 2024 – Present

G42
Compass AI Platform · AI Cloud · Signature Cloud · Sovereign AI

- Lead product design strategy across multiple **AI, cloud and enterprise platforms**, aligning user needs, business goals and technical constraints.
- Own design direction across key product initiatives, from **discovery and strategy** through delivery, ensuring consistency and quality at scale.
- Lead and mentor designers, distribute work across projects, review outcomes and establish a high bar for product and visual design.
- Partner with Product, Engineering and senior stakeholders to define priorities, shape roadmaps and turn complex requirements into clear product experiences.
- Drive cross-product **design systems, UX standards and reusable patterns**, improving consistency and reducing design and development effort.
- Lead workshops, design reviews and strategic sessions to align teams and accelerate decision-making across complex initiatives.
- Apply **AI-assisted design and prototyping workflows** to shorten iteration cycles, automate repetitive work and increase team productivity.
- Translate complex **AI infrastructure, cloud computing and enterprise workflows** into intuitive experiences for technical and business users.



SENIOR PRODUCT DESIGNER

Aug 2021 – Jul 2024

Lyve Global
B2B Logistics SaaS · Driver Management Platform · Food Delivery Marketplace · Courier & Driver Apps

- Led end-to-end product design across a **B2B logistics SaaS platform, driver management tools, food-ordering experiences, and courier applications.**
- Translated complex logistics operations and business requirements into simple workflows for **business customers, operators, drivers, and consumers.**
- Partnered with Product and Engineering to define requirements, prioritize opportunities, and take products from **discovery through production.**
- Used research, competitive analysis, prototyping, and usability testing to validate solutions and improve the customer experience.
- Designed scalable components and patterns that improved **consistency across web and mobile products.**
- Worked closely with development teams during implementation to maintain design quality and continuously improve released products.



PRODUCT DESIGNER

Oct 2020 – Jul 2021

FireArc Ltd
Web & Mobile Products · Digital Platforms · Consumer Applications

- Owned product design across **web and mobile experiences**, from early concepts and user flows to production-ready interfaces.
- Translated product requirements into clear user journeys, wireframes, prototypes, and scalable UI solutions.
- Worked directly with Product Managers and Engineers to balance **user needs, business goals, and technical constraints.**
- Improved existing product flows through usability analysis, iteration, and continuous design refinement.



SENIOR MOBILE APP DESIGNER

Oct 2019 – Sep 2020

Apps People
Mobile Applications · iOS & Android Products · Consumer Apps

- Designed and improved **consumer mobile applications across iOS and Android**, maintaining a consistent experience across products.
- Used UX research, competitive analysis, and prototyping to identify opportunities and validate design decisions.
- Created interactive prototypes and worked closely with developers to ensure **high-quality implementation and design consistency.**
- Supported the evolution of the company's visual and product experience across its mobile portfolio.



UX/UI DESIGNER

Mar 2017 – Sep 2019

UpWork
SaaS Platforms · Websites · Mobile Apps · Digital Products

- Delivered end-to-end UX/UI design for international clients across **SaaS, web, mobile, and digital products.**
- Worked directly with clients to understand business problems, define requirements, and translate ideas into usable product experiences.
- Created information architecture, user flows, wireframes, prototypes, interfaces, and supporting visual systems.
- Managed multiple projects independently from initial brief through final design and developer handoff.

UX/UI DESIGNER

Feb 2016 – Feb 2017

Fusion Funnel
Web Platforms · Mobile Experiences · Digital Products

- Designed cross-platform **web and mobile experiences throughout the product lifecycle.**
- Turned requirements and early concepts into user flows, wireframes, prototypes, and polished interfaces.
- Collaborated with product, engineering, and business teams to create experiences that balanced **usability and commercial goals.**
- Helped establish consistent UX and visual patterns across digital products.



WEB DESIGNER

Sep 2014 – Jan 2016

IAT Innovative Advirtising Technologies GmbH
Corporate Websites · Digital Experiences · Web Products

- Designed responsive websites and digital experiences from concept through implementation.
- Combined **UX, visual design, and brand requirements** to create clear and engaging web experiences.
- Worked with developers and stakeholders to translate business requirements into production-ready designs.
- Contributed to visual concepts, interactive prototypes, and digital brand consistency across client projects.



GRAPHIC DESIGNER

Sep 2013 – Aug 2014

Transit
Brand Identity · Marketing · Digital & Print

- Created brand identities, visual systems, and marketing communications across digital and print.
- Designed campaigns and creative assets for web, social media, advertising, presentations, and corporate communications.
- Worked with marketing and business teams to translate company goals into clear visual communication.
- Built the foundation in branding and visual identity that later became part of my product design approach.