Eugene Evgen - Lead Product Designer (AI & B2B SaaS)

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SUMMARY

Product Design Expert with 10+ years in **AI, fintech, and proptech** enterprise platforms. **Drove several Fortune 500 enterprise deals** through early-stage prototyping and UX architecture used in sales pitches. Designed the data and analysis layers of an AI operating system for institutional real estate, defining the product vision that **enabled a €2.1M seed round**, **reducing manual data aggregation by 42%** and **accelerating investment decision-making by 2-3x**.

COMPETENCIES

• Product vision and UX architecture for enterprise AI platforms
• Institutional real estate data and analysis workflows (underwriting, portfolio analytics)
• Prototyping for enterprise sales and investor communication
• AI UX, human-in-the-loop interaction design, and trust/error-state UX
• System-level product design for data pipelines and analysis layers
• Design systems and scalable UI frameworks for complex enterprise products
• Product strategy, roadmap definition, and enterprise requirements discovery
• Strategic collaboration with product and engineering leadership

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EXPERIENCE

1. Lead Product Designer (GoCanopy - AI proptech SaaS, France)　　September 2024 - Present

• **Drove multiple Fortune 500 enterprise deals** through early-stage prototyping and UX architecture used in enterprise sales pitches.
• Designed the data and analysis layers of an AI operating system for institutional real estate, **defining the product vision used in a €2.1M seed round**.
• **Reduced manual data aggregation by 42%** and **accelerated institutional investment analysis and decision-making by 2-3x**.
• Built the core product workflows to turn fragmented PDFs, Excel models, and reports into structured investment intelligence used by enterprise teams.
• Partnered with the CEO and CTO to define product strategy, enterprise requirements, and roadmap for institutional investors processing 10k+ documents.

2. Senior Product Designer (Monocle - AI e-commerce SaaS, US)　　May 2024 - August 2024

• Redesigned onboarding for an AI-enabled e-commerce forecasting tool based on insights from a UX audit and customer interviews, **reducing user drop-off by 40%**.

3. UX Researcher (Polyagent AI - AI proptech SaaS, US)　　January 2024 - March 2024

• Led market validation for an AI assistant MVP, conducting **10 interviews** with U.S. real estate agents and **enabling the founder to avoid a planned 3-month build** after identifying limited demand for automation.

4. Senior Product Designer (Metapraxis - Enterprise fintech SaaS, UK)　　February 2023 - July 2023

• Designed a high-fidelity enterprise budgeting platform demo based on **9 research-informed user scenarios**, resulting in a **50% conversion rate to early adopters**.

5. Project Manager (PrettyFit - Retail E-commerce launch, Singapore) October 2022 - January 2023

• Managed Shopify eCommerce project and UX strategy for a global footwear brand, **resulting in a 200% increase in sales**; led 2 developers and owned requirements, roadmap, and delivery, ensuring timely launch and strong business outcomes.

6. Senior Product Designer (Mobius Labs - AI SDK, Germany) January 2022 - September 2022

• Redesigned the AI SDK web demo around industry personas and sales workflows, **increasing demo usage in sales meetings by 95%**. Built a scalable MUI-based design system (Figma + Storybook), **accelerating design delivery by 2x** and improving design-engineering consistency.

7. Senior Product Designer (BladeInsight - Industrial AI / Robotics, Portugal) July 2021 - March 2022

• Designed autonomous drone inspection software for wind turbines, **improving operator task efficiency by up to 34%** through field-tested, sunlight-aware UI design.

8. Senior UI Designer (Xebia - Enterprise Software Consulting, Poland) October 2017 - June 2021

• Designed and delivered enterprise-grade digital products for global clients, including **Schmitz Cargobull, Knight Frank, ADNOC, Volotea,** and **Boston Consulting Group**, collaborating closely with cross-functional teams across multiple industries.

SKILLS

Design & UX: Product design, UX/UI design, interaction design, information architecture, usability engineering, accessibility (WCAG), design systems, responsive and cross-platform design, prototyping (low-high fidelity)

User Research & Validation: User interviews, usability testing, concept testing, market and customer validation, competitive analysis, qualitative synthesis, insight-driven design decisions

AI Product Design: AI-powered UX design, AI-human interaction design, human-in-the-loop systems, fallback and error-state UX, prompt design, AI-assisted prototyping and evaluation, ethical and responsible AI design

Systems & Workflow Design: Complex workflows, multi-persona enterprise systems, system-driven logic, edge-case handling, scalable interaction patterns

Collaboration & Delivery: Cross-functional collaboration (Product, Sales, Engineering, Stakeholders), design reviews, design QA, design-to-engineering handoff, agile product delivery, workshops, and presentations

Tools: Figma (design systems, components, auto layout, variants, interactive prototyping); FigJam (structured synthesis, insight mapping); Figma Make, v0.dev, Google AI Studio (concept validation & interaction prototyping); Google Analytics, Microsoft Clarity (UX insights, flow validation, friction analysis); Jira (product tracking, cross-functional delivery)

CERTIFICATIONS

Upwork Expert-Vetted Freelancer - Top 1% Worldwide (2024) | Hacking with Swift - iOS Development (2024)

EDUCATION

Master, Civil Engineering - ZNU, Ukraine | Bachelor, Graphic Design - ZNTU, Ukraine

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LANGUAGES

English (Professional) | Polish (Professional) | Portuguese (Conversational) | Ukrainian (Native)