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

Porto, Portugal | +351 912947100 | ievgen.contact@gmail.com | linkedin.com/in/evgen-designer | UX portfolio

PROFILE

Senior Product Designer specializing in **AI-driven and B2B SaaS products**, with a strong focus on **research-led decision-making and market validation**. Experienced in turning **ambiguous and complex product ideas** into clear, testable solutions through research and market validation.

CORE COMPETENCIES

- Product design for B2B SaaS & AI systems
- User research & market validation
- AI-human interaction design & fallback UX
- Complex workflows & system design

- Rapid prototyping & concept testing
- Design systems & scalability
- Cross-functional collaboration (PM, Eng, Sales)
- Design-to-engineering handoff & technical fluency

PROFESSIONAL EXPERIENCE

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

- Led research and MVP design for an AI-enabled asset management platform, unifying fragmented real estate data into a decision-ready workflow; **prototype helped secure a Fortune 500 enterprise client**.
- Improved portfolio decision-making through AI-assisted workflows, **reducing manual reporting by 60%** and **improving decision turnaround time by 2–3x**.

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

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

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 pause 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. 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.

6. Senior Product Designer (BladeInsight - Industrial AI / Robotics, Portugal)   Jul 2021 - Mar 2022

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

7. 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.

ENTREPRENEURIAL EXPERIENCE

Founder (Keepiko - B2C productivity SaaS, iOS)   Launched September 2025

• Built and launched an iOS SaaS product end to end, achieving **3.1K impressions**, **117 users**, **5.6% conversion rate**, **$100 MRR**, and **0 crashes** in the first two weeks.

SOFTWARE ENGINEER EXPERIENCE

iOS Developer (HydroCoach - B2C health & wellness SaaS, Austria)   January 2025 - February 2025

• Developed the WatchOS companion app for a hydration platform with **2.6M+ users**, implementing WatchConnectivity and CoreData to ensure reliable iOS–Apple Watch synchronization.

CERTIFICATIONS

Upwork Expert-Vetted Freelancer - Top 1% Worldwide (2024) | Hacking with Swift - iOS Development (2024)
Google Design Thinking (2020) | IBM Design Thinking (2020) | Upwork UI Design (2020) | Google Product Design (2018)

EDUCATION

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

SKILLS & TECH STACK

Design & HCI: Product design, interaction design, design systems, prototyping, information architecture, accessibility, usability testing
Research & Validation: User interviews, market validation, competitive analysis, synthesis, concept testing, usability studies
AI Product Design: AI-human interaction design, prompt design, fallback UX, AI-assisted prototyping & evaluation, ethical and responsible AI design
Technical Literacy: Prompt design, AI-human interaction design, fallback UX, playbooks, workshops

LANGUAGES

English (Advanced) | Polish (Advanced) | Portuguese (Intermediate) | Ukrainian (Native)