



Ilya Madzichynau

Product Designer

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Strengths

- 0→1 product design
- Growth design and A/B testing
- Product mechanics - viral loops, engagement, monetization, gamification
- User research and usability testing
- Design systems
- Interaction design and microanimations
- Craft quality and attention to detail
- AI-integrated workflows
- Knowledge sharing and team enablement

Tools

Figma
Claude / Claude code
Amplitude
Maze, Useberry
Jitter, Unicorn, StudioSpline 3D

Languages

English (B2)
Hebrew (C1)

Education

Google - UX Design courses
Feb 2023 - Apr 2023

Beetroot Academy - UI/UX Design
Sep 2022 - Feb 2023

About me

I know most people skip this part - but if you're still here, here's the short version. I design products end-to-end, bridging business goals, user needs, and craft into systems that actually work. Design isn't about polishing screens in Figma - it's about understanding how a product makes money and how every detail serves or undermines both business and users. I work across B2B and B2C - currently in adtech, with previous experience in edtech, e-commerce and fintech. I'm also actively integrating AI into my workflow - building internal tools and research approaches that speed up how the team works. Outside work, I'm usually somewhere with a camera or doing something that involves adrenaline - analog photography and extreme sports keep me grounded and energized.

Experience

Stape

Product designer (Feb 2026 - Present)

- Led the rebrand and website redesign as design owner, developing the visual language with C-level and reviewing implementation to pixel level
- Redesigned the signup flow against a 45% completion baseline, cutting friction and adding trust signals at the point of conversion
- Redesigned Power-Ups, the paid add-on catalog, so customers can find the right feature and see what upgrading actually gets them
- Built an internal Claude plugin letting designers and PMs prototype with our design system and pass working prototypes to development
- Automated the brand migration of 100+ marketing emails with a custom Claude skill, cutting a two-week manual rebuild to two days

Promova

Product designer (Aug 2025 - Feb 2026)

- Designed Playa from idea to launch, a personal growth AI coaching app covering acquisition funnels, onboarding, engagement, and monetization. Product found market fit and positive ROI on \$100k marketing spend in the first month
- Co-developed the launch marketing strategy with PM through competitor and funnel analysis, shaping the acquisition approach behind Playa's early growth
- Shaped product vision around first-session value, establishing core user problem-solving as the primary driver of conversion and retention
- Validated the core learning navigation through usability testing, confirming the mechanic that drives engagement and motivates users to progress
- Designed the engagement and progression system - roles-based XP, achievements, and level-up celebrations.
- Introduced an AI-assisted research workflow combining usability test templates and synthesis prompts, adopted across the full design team - reducing time-to-insight and

external research costs ([Check it here](#))

- Proactively conceptualized engagement and viral growth mechanics, demonstrating initiative in identifying monetization and retention opportunities
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Arounda

Design Team Lead (Apr 2025 - Aug 2025)

- Lead 3 product designers, focusing on design strategy, cross-functional collaboration, and delivery quality
- Introduced estimation frameworks and workflow improvements, accelerating project planning and improving team efficiency
- Supported hiring process by evaluating 30+ candidate portfolios and conducting technical interviews, contributing to successful team expansion

Middle UX/UI Designer (Sep 2024 - Apr 2025)

- Redesigned core business application flow for an fintech product, improving sign-up completion rates by 40%. Proactively pitched a collaboration expansion plan that the client approved, extending the engagement beyond original scope
 - Delivered end-to-end design across 8+ B2B SaaS projects spanning fintech, e-commerce, and edtech
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Uitop

Growth Designer - Utilities Time tracking product (NDA) (Aug 2023 - Feb 2025)

- Increased product activation rate by 17% through data-driven design improvements
- Reduced onboarding drop-off by 14% based on user behavior analysis
- Executed 20-28 A/B tests annually across onboarding, billing flows, in-app promotions, and browser extension adoption
- Improved first-session value by introducing immediate time tracking during onboarding, directly supporting activation goals

UI/UX Designer (May 2023 - Feb 2025)

- Delivered end-to-end design for 10+ SaaS projects across fintech, e-commerce, and edtech - from discovery through high-fidelity handoff
- Built and maintained scalable design systems with detailed documentation, ensuring consistency across products and reducing ramp-up time on new projects