

Evgeny Smirnov

Senior Product Designer · B2B SaaS · Design Systems

Toronto, ON, Canada · +1 236 863 7232 · evgenys.designer@gmail.com · smirnov.host · linkedin.com/in/evgsmir

Valid Canadian Work Permit (CUAET). Available immediately and ready for onsite work in Toronto.

SUMMARY

Senior product designer, 10+ years on B2B SaaS and data-heavy products. I work end to end, but the part I'm best at is the messy middle: multi-step flows like payments and approvals, dense data screens, the things most people make more confusing than they need to be. I get them clear and accessible on web and mobile. Design systems are my core. I build and document reusable Figma libraries with tokens and keep them honest against what engineering actually ships. And because I write front-end myself (HTML, CSS, JavaScript/React), at handoff I'm making calls with the engineers instead of tossing files over the wall, with every component held to WCAG. AI tools sit in my daily workflow too, mostly synthesising research and prototyping in the real product rather than static mockups.

EXPERIENCE

Founder & Product Designer · Dec 2025 – Jun 2026

UVAGA · B2B healthcare market intelligence (SaaS) · Remote · uvaga.me

- Solo-built a data-heavy market-intelligence platform with 36 dashboards, 135 API endpoints, and 23+ data sources, serving private-equity investors, hospitals, insurers, and diagnostics operators.
- Owned discovery end to end: framed the problem, ran research, then designed the full component system and data-visualization UI in Figma and shipped it in production front-end code.
- Mapped dense, multi-source financial and operational data into clear, decision-ready interfaces, with one design system, tokens, and patterns keeping a large surface consistent and accessible.

Product Designer · Apr – Oct 2025

Peak AI (N'lighTen) · Consumer mobile app, voice-first AI agent · London, UK

- Designed N'lighTen, a consumer mobile app (iOS and Android) built around a voice-first AI agent and real-time 3D visualization.
- Owned end-to-end flows from concept and prototyping through usability testing and high-fidelity delivery, partnering closely with engineering.
- Designed AI-native onboarding and interaction patterns and maintained the mobile design system across agile sprints.

Senior Product Designer · Oct 2023 – Apr 2025

GetLatka · B2B SaaS market intelligence for investors & operators · Los Angeles, USA

- Designed product UX, dashboards, user flows, and the design system for an analytics platform used by investors and operators.
- Shaped AI-driven features — search, summarization, insight generation — over structured and unstructured company data.
- Ran usability research and iterated the product from quantitative and qualitative signals.

Product Designer & Design Lead · Jun 2021 – Feb 2022

Tetrika · EdTech platform · Moscow, Russia (remote)

- Shipped a unified design system and UI kit consumed across all platform modules (~80 screens, 15 user flows).
- Led a platform-wide redesign of navigation and information architecture from user-journey research; drove design-system adoption and ran design reviews and sprint planning.

UX/UI Designer & Front-End Engineer · Oct 2011 – Jun 2021

CMW Lab · Enterprise B2B low-code platform (CRM, ERP, BPM, HRM) · Moscow, Russia

- Architected and owned the design system, core UI kits, and pattern libraries used across multiple enterprise products, including financial-services workflows.
- Built accessible, cross-browser components and animations in HTML, CSS, SVG, and JavaScript, and owned design-to-development handoff and implementation quality.
- Identified component needs early, flagged technical risks, and partnered directly with PMs and developers.

Co-Founder · Brand & Web · 2015 – 2025

Montessori Spring · Annual professional conference, 12 editions, up to 700 attendees · Remote

- Co-founded and still run an annual professional conference; designed the brand and built the web platform end to end, including online ticketing, payment, and on-site QR check-in.

CORE SKILLS

End-to-end product design: Discovery, problem framing, user flows, wireframes, mock-ups, clickable prototypes, high-fidelity UI

Complex workflows: Multi-step payment, approval, disbursement, and onboarding flows mapped into clear end-to-end journeys

Data visualization: Dashboards, dense data tables, charts, and reporting interfaces for expert and technical users

Design systems: Reusable Figma component libraries, design tokens, pattern libraries, documentation, design QA

Research: Moderated and unmoderated usability testing, user interviews, journey mapping, A/B testing, analytics-driven iteration

Interaction & visual design: Interaction design, micro-interactions, prototyped motion and transitions, brand-consistent UI

Content & UX writing: Microcopy, in-product content, lifecycle and email copy in collaboration with product and marketing

Platforms & accessibility: Responsive web, native iOS and Android UI states, WCAG, accessible-by-default design

Front-end: HTML5, CSS3, JavaScript, React, Python, SVG, design-to-code handoff

AI-assisted design: Claude Code, Perplexity, Lovable, Figma AI (incl. Figma Make) for research synthesis, wireframing, and rapid prototyping

Tools & process: Figma, Adobe Creative Suite, Git; Cross-functional work with Product, Engineering, and Research; agile/scrum, sprint planning, design reviews, stakeholder presentations; guiding and reviewing contract designers

EDUCATION & CERTIFICATIONS

Bachelor of Science · State University, Russia

Introduction to Accessibility and Inclusive Design · Coursera (University of Illinois Urbana-Champaign)

Portfolio: smirnov.host · References available upon request