

Lead / Senior Product Designer · 9 YoE · Converting business ideas into cutting-edge digital products that surpass competitors.

Web3 · Crypto · NFT · Blockchain · Healthcare · Fintech · E-commerce · SaaS · Delivery · Bidding · I-gaming

EXPERIENCE

Trady ↗ Full time / Sept 2025 - Today

Web3

Chief Design Officer

- Built design function from 0: established process, file structure & design system; delivered complete mobile & desktop — all flows ready for development.
- Led full rebrand and product redesign of a complex Web3 trading terminal in **1 month** — new logo, visual identity, and entire interface
- Shipped beta for early access launch; led team of 3 designers on complex on-chain experiences — slippage, MEV protection, presets, real-time PnL in close partnership with CEO

Chromaway | Chromia ↗ Contract / Jan 2024 - Aug 2025

Web3

Senior Product Designer

- Redesigned Staking flow — staking adoption grew **+15%** QoQ post-launch; rebuilt Block Explorer based on user research — secondary survey showed significantly higher satisfaction as requested features were shipped.
- Built DApp API client from scratch; maintained Chromia global & local design systems.

Freelance ↗ Contract / Jan - Sep 2023

Web3 Healthcare

Lead Product Designer · Mark0.io, MedRank

- Designed & launched MVPs for a B2C/B2B Community Analytics platform (secured Pre-Seed) and a US healthcare platform **0–1**, full design systems, UX research, and team leadership.

DappRadar ↗ Contract / Aug - Jan 2023

DAO Web3

Senior Product Designer

- Designed B2C web interfaces for Gamification, POAPs flow, and Gas tracker; enhanced Design System and shipped new features in close collaboration with product & dev.

OneArt ↗ Full-time / Oct 2021 - Sep 2022

Web3 Fintech

Senior Product Designer

- Designed consumer-facing Crypto & NFT wallet (Android + Web3 Extension, Dark/Light) and built comprehensive Design System from scratch

Ebdaa Digital Technology ↗ Full-time / Feb 2019 - Mar 2022

Bidding Delivery E-commerce

Lead Product Designer

- Redesigned 2 maintenance products (**1.5M+** users), boosting conversion **2–10%**; redesigned cross-platform E-commerce & Bidding apps, growing conversion **3–7%** and users **+30%**.
- Led design teams, mentored juniors, managed full design process from idea to production.

SKILLS

Product Vision · Design Strategy · End-to-End UX · Information Architecture · Wireframing & Prototyping · Interface Design (Web/App) · Design System (0→1) · Usability Audit · UX Research · Competitive Analysis · Requirements Definition · Stakeholder Management · Design Team Lead · Mentoring · Design Function Building · Cross-functional Collaboration · Strategic & Artistic Direction

TOOLS

Figma · Sketch · Miro · Invision · Zeplin · Hotjar · Maze · Notion & Trello · Jira & Confluence · ChatGPT & Claude