Pavel Paulau

Senior Product Designer · 20+ years — B2B SaaS, Design Systems, Design-to-Code
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Summary
I like working on products where the details matter and there's little room for error — from banking and crypto to ticketing, mobility, and data platforms. I figure out how they should work and design them from early ideas through to launch. AI is part of my everyday workflow.

Key strengths
- **Simplifying complexity** — breaking down rule-heavy systems into flows that are easy to learn and hard to get wrong.
- **Outcome-driven design** — starting from business goals and user needs, validating ideas early and designing for measurable results.
- **UX research & audits** — competitor analysis, user interviews, usability testing, accessibility and legacy UI audits.
- **Design leadership** — onboarded and guided designers, ran design reviews before handoff, set UI patterns for the team; presented design rationale to stakeholders.
- **Design systems & design-to-code** — UI kits and design-system rules shared with engineering; production front-end built with back-end developers; coded prototypes to validate ideas early.

AI in my workflow
- **AI-assisted research:** Claude and ChatGPT for competitor and UX audits and research synthesis.
- **Design-to-code with AI agents:** Claude Code and Codex, connected to Figma via MCP, turn mockups into coded prototypes and production front-end — so I can take a redesign from concept to shipped UI solo.

Experience

Aug 2022 – Present (part-time until Dec 2022)
Senior Product Designer and Developer, B2B Contracts
Product design and front-end development for B2B clients, from discovery to launch. Key projects:

The Secret Society, UAE
Creator marketing network · Jul – Sep 2026
- Designed the first version of the customer portal (the post-login platform): dashboard, activations, reports, billing and profile.
- Built the animated front-end of the redesigned marketing website — scroll-driven motion, smooth scrolling and page transitions — fully editable through a headless CMS (Payload).

Crimson Phoenix, USA
B2B data marketplace · Apr 2026
- Redesigned the admin and marketplace UI of a platform for licensing datasets and tools (subscriptions, admin analytics, user management) and shipped it directly in React/MUI in about two weeks, including a refreshed UI kit and design-system rules.

NOWR, Italy
Event ticketing platform · Aug 2025 – Jan 2026
- Redesigned the existing platform end to end as the sole designer: super-admin panel, organizer tools for creating and managing events and tickets, and the attendee journey from event discovery to ticket purchase.
- Built most of the front-end alongside the back-end team.

JET LATAM, Latin America
Micromobility rental app · Feb – Sep 2025
- Designed the LATAM version of the JET app from scratch, grounded in an audit of 30+ competitors.
- Validated core flows (map, QR scanning, rental, navigation) with prototypes; shipped the first release.

Fabrika-Fotoknigi, Belarus
School photobook platform · Sep 2023 – Jun 2025

- Designed the product architecture and prototype of a multi-sided platform for school photographers, parents and students: photo shoots → template and photo selection → automated layout → parent approval → print. Replaced manual Photoshop work with templates; validated via usability testing.
- Led two designers for 3–4 months: onboarded them to my flows and patterns and ran design reviews.

AVO Bank, Uzbekistan
Accessible ATM and card kiosk interfaces · Jun – Jul 2023

- Designed the ATM and card-issuing kiosk experience around local users and their financial habits.

Repeatt, Estonia
Stress-relief mobile app with voice-guided affirmations · Aug 2022 – Jun 2023, part-time

- As the sole designer from the idea stage, defined core journeys and product flow; built the brand and marketing assets for acquisition and retention.
- Ran research and analyzed usage data to shape the second release, improving engagement by 25%.

Mar 2021 – Dec 2022
Founding Product Designer, Biggiko
DeFi.watch, a DeFi investment tracker.

- Designed the entire product from scratch as the founding designer — from the first concept to MVP — then shipped new integrations in fast iterations.
- Led user interviews and usability testing; designed analytics dashboards and portfolio visualizations.

Jan 2020 – Mar 2021
Senior Product Designer, Itexus (contractor)

- Designed several fintech products from scratch for Itexus clients — B2C and B2B, web and mobile — from concept to developer handoff.

Feb 2017 – Jan 2020
Lead Designer, Right Studio
UX/UI for banks and fintech clients across ATM, mobile banking and web products. Key projects:

- Bank BelVEB — lead designer on a full ATM system redesign: flows, visual language and accessibility.
- BPS-Sberbank — Android banking app (plus iOS and web): improved core journeys through usability testing.

Nov 2014 – Jan 2017
Lead Designer, Sberbank-Technology

- Led the design of touchscreen ATM interfaces: new deposit, loan and cash transaction flows.
- Redesigned ATM and PoS UIs for accessibility, validated via usability testing; cut transaction errors by 15%.

2006 – 2014
Earlier experience — web designer and art director (Freelance, Website.ua, Sangraph).

Education

Sep – Dec 2015
Gorbunov Bureau School of Designers
Certificate

2001 – 2006
Belarusian National Technical University
Mechanical Engineering

Skills

- **Product & UX:** product discovery, user research, usability and user experience testing, UX audits, information architecture, interaction design, prototyping, accessibility (WCAG).
- **Systems & code:** design systems, component libraries, design tokens, developer handoff, HTML/CSS, React, Tailwind, headless CMS; Figma (incl. MCP), Claude Code, Codex, ChatGPT.
- **Languages:** Russian and Belarusian (native), English B1+, Polish A1.