Kirill Plysheuski

Lead Product Designer (UX/UI)

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Available for B2B / contract engagements

SUMMARY

Lead Product Designer with 9+ years of experience in complex, data-rich and regulated products across iGaming, banking and enterprise B2B. Delivered 10+ products end-to-end, transforming ambiguous, complex operations into clear, user-centered solutions: from research and UX strategy through production UI and design system evolution, while directing and mentoring cross-functional design teams. Hands-on in regulatory/compliance UX and design systems, with an AI-assisted design workflow.

SKILLS

Design: Product Design (UX/UI) · Design Systems · 0-to-1 Product Design · Information Architecture · Interactive Prototyping · UX Research · User-Centered Design (UCD)

Domain: iGaming · Gamification Design · Regulatory/Compliance UX · Responsible Gambling UX · Fintech/Banking · Enterprise B2B · Data-Rich UX

Leadership & AI: Team Leadership · Mentorship · Stakeholder Management · Cross-functional Collaboration · Business-Oriented Design · AI-Assisted Design Workflow

WORK EXPERIENCE

BrainRocket Nov 2023 – Nov 2026

Team Lead

- Spearheaded the redesign of "Betinia App" (New Jersey-licensed, US market), BrainRocket's key product in 2026, after US partners flagged poor navigation and UX: led ideation and cross-domain research, presented to department heads, and guided key pages, navigation, bonuses and profile updates in two release phases, validated with players.
- Directed three teams (UI, design system for web and mobile, UX; ~4 designers each): set component, state and specification standards, reviewed work for cross-product consistency, and mentored mid-level designers through 1:1s and performance reviews.
- Shaped strategic and technical priorities through design across multiple iGaming brands, partnering with product, engineering, marketing and business teams.
- Built an AI-assisted design workflow: Mobbin via MCP for pattern research, AI-generated design drafts from references and briefs, and Nano Banana for graphic assets.

Team Leadership · Mentorship · Cross-functional Leadership · Stakeholder Management · Business Strategy · Design Strategy · AI-Assisted Design Workflow

Product Designer (UX/UI)

- Owned the full design cycle, from concept to shipped feature, for core features of consumer-facing iGaming products, driving decisions through business analysis and competitive research.
- Designed gamification mechanics: jackpot systems, collectible avatar progression and a crypto-coin system.
- Delivered regulatory/compliance UX across European licensing jurisdictions (Spain, Sweden, Denmark), including responsible-gambling mechanics: limit tools, reality checks, self-exclusion, cool-off periods, and RTP transparency.

iGaming · Design Systems · Gamification Design · Regulatory/Compliance UX · Responsible Gambling UX · Animation · Business-oriented Design

Senla · Product Designer Oct 2020 – Sep 2023

- Led design of a custom BI platform for senior executives of an Oil & Gas industry leader (NDA): turned complex analyst data across 8 stages of extraction, logistics and processing into clear visuals for fast strategic decisions.
- Created "CarbonSWOT", a compliance-focused GHG emissions platform with AI-driven mitigation recommendations, from scratch, including the design system and landing page.
- Architected an event-management CRM for "Bayer" (4 user types), handling interdependent scheduling, guest logistics and financial workflows, validated with interactive prototypes before handoff.

- Built a template-driven report builder for teachers in EdTech, including its design system, replacing manual grading and cutting report preparation time by ~60% (client estimate).
- Participated in hiring designers as the team grew: reviewed portfolios and conducted interviews.

Executive Dashboards · Data-Rich Dashboards · Data Visualization · Enterprise B2B · CRM Systems · Compliance UX · Design Systems · 0-to-1 Design · Hiring & Interviewing · Cross-functional Collaboration

PixelPlex · UX/UI Designer Jul 2019 – Jun 2020

- Designed a donation and volunteer platform on a client's crypto token (Singapore-based) for web and mobile from scratch, for donors, volunteers and aid recipients, with simplified onboarding and an in-app wallet for non-crypto users.
- Created "Scargos", a logistics marketplace for web and mobile serving shippers, carriers and drivers in one coherent UI.
- Built a VR hotel-booking platform: VR product, companion mobile app and admin panel, aimed at increasing guest trust and booking conversion.

Crypto/Web3 UX · Wallet & Transaction Flows · Multi-role Platforms · Marketplace Design · VR/Immersive UX · Cross-platform (Web, Mobile, VR) · Information Architecture

1M Solution · UX/UI Designer May 2018 – Jun 2019

- Designed a mobile banking app from scratch for one of the top banks (NDA) as sole designer: information architecture and all UX/UI flows over 6+ months, working with the bank's business team, PM and developers; launched and used by a large base of the bank's customers.
- Improved existing products for several of the company's banking clients.

Mobile Banking UX · Fintech · 0-to-1 Design · Information Architecture · Enterprise Client · User-Centered Design (UCD)

Freelance · UX/UI Designer Oct 2016 – May 2018

- Designed products for multiple HoReCa, fintech, fitness and banking clients.
- Designed an internal agent-management platform for a bank's partner network (agents, managers, administrators) as design and product strategy partner, from core flows to final testing.
- Created "Fitme", a fitness app for women, grounded in Jobs-to-be-Done research and competitive analysis, and "Listor", a sign-language translation app for deaf users, built on user research and customer journey maps.

UX Research · Jobs To Be Done · Customer Journey Mapping · Accessibility · B2B Platforms · 0-to-1 Design

PREVIOUS EXPERIENCE

Tikiolla · Founder Jun 2014 – Sep 2016

Founded and ran a small advertising agency: led the team and project portfolio, built processes, and managed client communication from brief to delivery

Graphic & Brand Designer · freelance and agency Dec 2006 – May 2014

Designed packaging, brand books and visual identities for auto, HoReCa, food and enterprise clients

EDUCATION

- Deeplearning.ai - AI for Everyone (2026)
- SKVOT - Product Design (2019)
- Netology - Introduction to VR: from basics of technology to design (2018)
- Practical Course UX Designer 2.0 (2016)
- Institute of Management and Entrepreneurship - Management and Economics (2007)

TOOLS & LANGUAGES

Design: Figma (Variants, Interactive Components, Smart Animate) · FigJam · Miro · Webflow

Workflow: JIRA

AI: Claude · Gemini (Nano Banana)

Languages: Russian - Native · English - B2 · Polish - A2