Pavlo Tverdokhlib

Product Designer

Porto, Portugal · Part-time, 20h/week, available now

Remote anywhere in Europe · On-site or hybrid in Porto until March 2027 · Italian residence permit

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SUMMARY

Product designer who prototypes in front-end code and with AI tools. 5+ years in design and 2+ in product across B2B, B2C and SaaS startups. I take products from discovery to delivery, covering user research, user flows, AI behavior, high-fidelity UI, design systems and the brand around them.

EXPERIENCE

Freelance | Product Designer

May 2026 – present · Remote

- **Quopedia**, AI quote attribution (2026): designed the product UI and brand identity from scratch; the result is a launched and active product. The Mindworks team behind this product came back to refresh their own logo.
  quopedia.com
- **Around**, live meetups in Warsaw (2026): redesigned the landing page with micro-interactions using AI prototyping, and coded it in React. After the redesign, the sign-up conversion rate rose by ~70%.
  getaround.app · usual.red/index/around

Yaro | Founding Product Designer

Jan 2025 – May 2026 · Part-time · Remote, EU · B2B2C AI subscription platform for fitness coaches and their clients

usual.red/index/yaro

- Sole designer in a cross-functional team of six, working in sprints with the founder and developers.
- The spec had AI rewriting coaches' programs. In product discovery, interviews with 20 coaches surfaced a user need the spec missed: coaches saw the AI as replacing them and needed to stay the authors of their programs.
- Reframed the product strategy: the coach writes the program, AI adapts load, schedule and exercise swaps to each client within the coach's method. Presented it to stakeholders; every later version and the pre-seed pitch were built on it.
- Designed the AI agent experience end to end: user flows, wireframes, high-fidelity UI, onboarding, AI states, edge cases and errors. The agent works inside the product's own screens, not a separate chat.
- Built the design system and component library with atomic design and design tokens: responsive web and mobile, light and dark, WCAG-checked.
- Prototyped flows in Figma and Claude Code, validated them in online usability tests and surveys, then wrote user stories and specs, and prepared developer handoff.
- Sourced, onboarded and mentored a junior designer through design critiques; they then built new screens from the system.

The company closed in May 2026 after its pre-seed round fell through.

Fire Front | Product Designer & Art Director

Mar 2024 – Jan 2025 · Part-time · Remote, Canada · Physical card game

- Turned playtest data from 200 players across 7 events into data-informed design changes with the research team; A/B-tested card layouts and iterated on feedback.
- Designed the visual language, card design system and icon set, and rebuilt the card layout so the active card reads at a glance. Rewrote rulebook sections where players got stuck.
- Hired and managed an external illustrator through delivery.

Freelance | Graphic Designer

Jan 2021 – Mar 2024 · Remote

usual.red/index/signs

- **Bot Works**, B2B SaaS for automated market analysis (2024): product, UI/UX, component library, identity and naming in a cross-functional team of three.
- Brand identities and guidelines for early-stage teams; worked directly with founders and clients in 20 countries.

SIDE PROJECTS

usual.red, portfolio designed and coded from scratch in JavaScript. Brings several client inquiries a month.
usual.red

Obr Var, geometric display typeface. 69 glyphs on one modular grid, with alternates and ligatures. Released as a free demo.
usual.red/index/obr-var

RUFA Press, identity and book design for the university's publishing house. Research on Cyrillic in Ukrainian typography published in *Imprinted*.
usual.red/index/rufa-press

Clay Pet, limited series of handmade ceramics. Concept, identity, tone of voice, packaging, photography, end to end.
usual.red/index/clay.pet

EDUCATION

BA Graphic Design · RUFA, Rome University of Fine Arts · Sep 2024 – Jul 2027 (expected)

Exchange semester, Communication Design · ESAD, Porto · Sep 2026 – Feb 2027

SKILLS

Research: user research, user interviews, usability testing, surveys, A/B testing, metrics, KPIs and analytics

Design: user flows, wireframes, prototyping, interaction design, information architecture, high-fidelity UI, design systems, component libraries, accessibility (WCAG), brand guidelines

Process: user-centered design, cross-functional collaboration, agile sprints and kanban in Jira and Notion, design critiques, presenting to stakeholders, specs and developer handoff

AI: Claude, Claude Code, Cursor, Figma Make, Figma AI

Code: HTML, CSS, JavaScript, React

Tools: Figma, Adobe Creative Cloud

LANGUAGES

English (fluent), Ukrainian (native), Russian (native), Italian (B1), Portuguese (A1), Polish (A1)