

BORIS BELOV

Senior Product Designer | UX/UI · Frontend · AI

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SUMMARY

Product Designer & Frontend Developer with 15+ years of experience designing SaaS platforms, mobile apps, AI products, and digital experiences for startups, media companies, and enterprise teams. Experienced in UX/UI design, branding, design systems, and frontend development using Figma, React, TypeScript, Flutter, WordPress, Webflow, and AI-assisted tools including Claude Code, Cursor, OpenAI Codex, and ChatGPT.

PROFESSIONAL EXPERIENCE

WorxAI

Calgary, AB

Product Designer & Frontend Developer

October 2025 – June 2026

- Led UX/UI and React/TypeScript frontend development for a multi-tenant ERP platform with role-based access control, operational dashboards, and API-driven workflow systems.
- Built scalable enterprise interfaces managing 10+ operational workflows across 4 departments, reducing task completion time by ~35% through improved information architecture.

Vela Mindset

Calgary, AB

Product Designer & Frontend Developer

April 2025 – September 2025

- Led product design, branding, UX/UI, and Flutter development for Vela — an AI-powered meditation app released on iOS and Android with a 5-star launch rating.
- Redesigned onboarding and paywall flows, increasing annual subscription conversion by 22% and improving recurring revenue performance across 3 subscription plans.
- Integrated Firebase, Django APIs, RevenueCat, Superwall, ElevenLabs AI voice systems, AppsFlyer, and Meta SDKs into the production application.

The Octalysis Group

Calgary, AB

Product Designer

January 2024 – March 2025

- Led UX/UI design for gamified mobile and web products across 5+ industries using the Octalysis Framework and behavioral design principles.
- Designed onboarding systems, engagement mechanics, motion-driven interfaces, and interactive prototypes focused on long-term user retention — improving Day-30 retention by an average of 18% across 3 client products.

MageMontreal

Calgary, AB

Senior UX/UI Designer & Frontend Developer

November 2022 – January 2024

- Led UX/UI redesigns, e-commerce experiences, and frontend systems for enterprise, retail, and e-commerce clients managing \$2M–\$20M in annual online revenue.
- Developed WordPress and frontend solutions that improved average conversion rates by 15–28% and increased online sales across 8 client platforms.

Grishin Robotics

Brussels, Belgium

Senior UX/UI Designer & Frontend Developer

February 2021 – November 2022

- Designed and developed Webflow websites and GSAP-powered interactive experiences for 6 robotics startups and investor-facing technology products.
- Created branding systems, investor pitch decks, and launch materials used across international fundraising campaigns totaling \$40M+ in seed funding across portfolio companies.

Forbes

Kyiv, Ukraine

Senior UX/UI Designer & Frontend Developer

January 2019 – February 2021

- Designed and developed 30+ branded campaigns, interactive microsites, mini-games, and promotional landing pages reaching 500,000+ users.
- Created reusable interactive templates and quiz systems used across multiple sponsor campaigns, reducing production time for future advertising projects by 30+ hours per campaign.

Dartmouth College*Senior UX/UI Designer & Frontend Developer***Kyiv, Ukraine***June 2017 – November 2018*

- Led UX/UI design for the Augmento AR educational application connected to Dartmouth College and the Hood Museum of Art, used by 3,000+ museum visitors.
- Developed a WordPress-based CRM and interactive AR content management system, reducing content update time for museum exhibits from days to under 2 hours.

Bazelevs Group*Interactive UX/UI Designer & Developer***Kyiv, Ukraine***May 2016 – April 2017*

- Designed and developed immersive promotional websites and interactive digital experiences for film and television releases reaching 1M+ combined online viewers.
- Collaborated directly with Timur Bekmambetov on storytelling-driven UX/UI campaigns increasing audience engagement, repeat visits, and online traffic around entertainment launches.

VK*Interactive UX/UI Designer & Developer***Kyiv, Ukraine***November 2013 – March 2016*

- Designed high-traffic advertising platforms, branded campaigns, and interactive promotional experiences reaching 5M+ users across VK's social network ecosystem.
- Developed frontend systems and campaign mechanics used across 20+ sponsored content projects and high-traffic advertising campaigns.

SmartAVI*UX/UI Designer & Frontend Developer***Kyiv, Ukraine***August 2012 – September 2013*

- Designed UX/UI systems and dashboard interfaces for enterprise AV management and video wall control software deployed across 100+ enterprise installations.
- Improved interface consistency and usability across hardware-focused enterprise products, reducing support tickets related to onboarding by 45%.

PIM Group*UX/UI Designer***Moscow, Russia***April 2010 – June 2012*

- Designed 20+ WordPress websites, landing pages, and digital marketing materials for corporate, e-commerce, and promotional projects.
- Worked with CMS systems, responsive layouts, and mobile-friendly interfaces improving usability and online performance across multiple client websites.

EDUCATION**Synergy University***Bachelor's, Design & Marketing***Moscow, Russia***September 2010 – August 2014***SKILLS**

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- Design:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Creative Suite, Sketch, Canva, Zeplin, Lottie, Wireframing, Prototyping, Design Systems, Usability Testing
- Frontend:** React, TypeScript, Flutter, HTML/CSS, JavaScript (ES6+), Vue.js, WordPress, Webflow, React Native, GSAP
- AI:** Claude Code, Cursor, OpenAI Codex, ChatGPT
- Tools:** JIRA, Agile, SCRUM, Product Design, UX/UI Design, Gamification, Behavioral Design, Web Development
- Awards:** Awwwards 'Site of the Day', Awwwards 'Honorable Mention', Behance 'Interaction', Clutch.co 'Top WordPress Designers'