Evgeniy Pugachov

Lead Designer — Product & Brand

Remote · open to relocation (EU)

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PROFILE

Designer with **9 years across product and brand** — from a solo practice to building and leading a six-person team, now Head of Design in a multi-brand holding group. I design the systems, not just the screens: token-driven design systems, 360° brand identities and AI-automated workflows. Comfortable working closely with engineers.

9+ years in product & brand

6 person team built & led

15+ design systems shipped

25+ automated workflows built

EXPERIENCE

Head of Design

Jun 2025 — Present

DataUniverse · IT company of a multi-brand group · Remote — Full-time

Run graphic design for five brands in the group. Most of the work goes to BestTrip, a multi-platform B2B/B2C platform at its 0→1 stage.

- **Hiring & team** — hired and lead a graphic designer, onboarded straight onto my systems and automations.
- **Brand ownership** — sole owner of the flagship product's identity across digital and offline.
- **Design systems** — product, web, decks and print on shared roots; the third generation is tokens and rules that generate sites.
- **AI-automated workflows** — one per task: decks, tender pitches, documents, emails, print, proofreading; ~25 decks so far, proofreading used by other teams.
- **Product UI** — flows and screens across iOS, Android and web (B2B/B2C), joining the product team task by task.

Lead Designer

Nov 2023 — Mar 2025

AVROID · IT development & consulting · Hybrid — Full-time

- **Rebuilt the corporate site from analytics, not opinion** — found drop-off points in analytics, used device-split data to target the real audience, reworked flows for conversion.
- **Feature-level product design on B2B mobile apps** — screens and UX flows iterated through client and team feedback cycles.
- **Brand identity from scratch, web design system and company-wide templates** — so non-designers produce on-brand material without a designer in the loop.

Founder & Design Lead

May 2019 — Nov 2023

Diroro · digital design & branding studio · Remote — Full-time

Grew a solo practice into a **six-person cross-functional team** — designers, illustrator, web developer, marketer — delivering web and brand work for international clients.

- **Hiring, direction and design review** — held the craft bar while still designing myself; mentored a junior into a confident designer.
- Ran delivery solo — prioritisation, timelines and client communication across parallel projects.

Product Designer

Jun 2017 — May 2019

Nova · mobile-first SaaS booking platform · On-site — Full-time

Booking platform for the service industry; owned the mobile interface end to end — user flows, UX map, all iOS/Android screens, hi-fi prototypes.

CAPABILITIES

Product design
Mobile & web interfaces, flows and states; analytics-led rework for conversion.

Brand & design systems
360° identity turned into tokens, component libraries and company-wide templates.

Design leadership
Hiring, direction, mentoring, design review; annotated dev hand-off.

AI-assisted production
Automating design and production workflows with AI — knowledge bases as context, token-driven pipelines, image and video generation.

TOOLS

Design
Figma (variables/tokens, prototyping), After Effects, Illustrator, Photoshop

AI & analytics
Claude, GPT, Gemini; ComfyUI, Stable Diffusion, Flux; Seedance, Higgsfield; Google Analytics, Meta Pixel & Ads Manager

EDUCATION

BSc, Software Engineering
State University of Telecommunications, Kyiv · 2019

LANGUAGES

English — professional working
Ukrainian, Russian — native