

Summary

I've mentored 300+ designers, led UX at SaaS companies, and built apps, games, and social media projects. My AR work has 2 billion views, and TikTok named me a top 1% creator. I've lived in many countries, worked in AR marketing, written a book, collaborated with OpenAI, and gone viral a few times

Independent Work

2025 – Now

Papa Baobab: AI Artist

Built an AI influencer and music project end-to-end: character design, lyrics, AI music production, videos, and streaming distribution

2025

Ur Mama's Favorite Game

Designed and developed a modern mobile adaptation of the Royal Game of Ur (world's oldest board game), featuring AI opponents, challenges, unique binary dice system, and more. Highlighted and reviewed by creators online, monetized via in-app purchases

2023

Viral AR Experiments

Designed and developed viral augmented reality experiences. Achieved over 2 billion views and a TikTok Ambassador contract, receiving a TikTok Honor's Award, "Filter of the Week," and a feature in "XR Creators to Follow". Won Lens List's AR Effect Battle

2024

Viral Social Experiment

Designed a social media growth experiment with a unique mechanic. 0 to 100K followers and millions of views in just 10 days. Engagement rates higher than top global celebrities

2024

Still Nothing App

Invented "reverse mindfulness" and shipped a paid cross-platform mobile app that gives your brain the space to process thoughts and connect the dots

2025

Turd Eye App

Built a mobile app to stop toilet doomscrolling. Mindfulness + playful UI and sounds

2022

Dynamic Island Customization

Designed a clever UI illusion and turned it into an app. 40M views, 10K Figma community copies, and 37K App Store downloads, successfully overturning an initial Apple rejection

2022

Artificially Inspired Book

Wrote a book on AI in design, conducted interviews with UX designers. Made \$354 and stopped selling, because AI was evolving faster than I could write about it

2024

Interactive Social Experiment

Designed a 7-day experiment where followers controlled daily surprises for my wife via voting. Hit millions of views and secured many sponsorships to fund the whole thing

2022

Travel Planner

All-in-one Notion travel planner template. Sold hundreds of copies with zero advertising

Professional Experience

2021 – 2026

Lead Product Designer, Spaceti

Progressed from Senior Designer to Design Lead. Led design across web and mobile apps, built the design system, improved workflows and quality checks. Worked on AI chat and AI-driven office analytics, and designed multiple products from scratch for global clients such as Nvidia and Warner Music, including meeting room panels, desk booking systems, and digital reception

2022 – 2023

Augmented Reality and Content Creator, Aryel

Created WebAR experiences and weekly educational videos (platform walkthroughs, industry use cases). Prototyped interactive concepts for retail, F&B, travel, and more

2021 – 2022

Design Mentor, Yandex Practicum

Mentored 300+ aspiring UX designers through 7-month programs. Led webinars, provided 1:1 feedback and project reviews. Positive feedback from students and staff

2022

Guest Lecturer, Czech University of Life Sciences

Delivered specialized guest lectures on UX design to students enrolled in the Human-Computer Interaction course

2018 – 2020

Product Designer, Memsource

Led product design for the cloud translation platform (web, desktop, mobile), specializing in translation management, localization, and editing tools. Successfully revamped brand identity and mentored junior designers

2018 – 2019

Product Manager, Memsource

Led product strategy and launch campaign for Memsource Mobile, establishing the market's only professional mobile translation editor

2017 – 2018

UX/UI Designer, SAP Concur (Internship)

Designed features for Concur Mobile and Expenselt apps, and led design for an internal admin tool. Awarded 'Best Intern' among all participants in the program

2016

Customer Advisor, Xerox

Delivered technical support for a major FAANG client (under NDA) via outsourced operations. Recognized as the top graduate of the company's intensive training academy

2015 – 2017

Private Tutor (Part-time)

Taught calculus, programming, and applied math in private and group settings

Education

2021

Mentor Training, Yandex Practicum

Selected for mentor training program through interview and test assignments; completed curriculum and received official mentor certification

2017

User Interface Designer, STRV Academy

Participated in a selective, interview-based UI/UX program at STRV. 3-month curriculum with masterclasses led by STRV's senior designers

2015 – 2017

BSc in Systems Engineering and Informatics, Czech University of Life Sciences

Graduated with honors and received the Award of Excellence. Accelerated the program by combining two semesters. Coursework included Interaction Design (with usability lab work), programming, applied mathematics, and more

Random Facts

- My T-shirt with an AI-generated print was featured by OpenAI on Instagram
- Mixed roots - Korean, Russian, Ukrainian, Uzbek
- Considered myself Asian until Netflix rejected me for an extra role because I “didn’t look Asian enough”
- First earned money as a kid by setting up local Counter-Strike servers
- In 2022 my wife and I sold/donated almost everything and became digital nomads
- Traveled to 35+ countries, lived in 10+
- Awarded prize money in a generative AI art competition, back when almost no one knew what generative AI was
- Participated in 100+ user tests and interviews
- Taekwondo black belt
- Got stuck in a freezing elevator in slippers and pajamas in winter
- Built phishing apps for gamers as a teenager, exploited bugs and social engineering to hijack gaming accounts. Ashamed but also kind of proud
- Earned a chess degree but actually hate playing chess
- Care deeply about quality and craft - games, films, music, books, tech, and even how chairs and shoes are designed
- Comfortable starting from zero
- Early adopter of AI hardware: daily user of Ray-Ban Meta smart glasses

Languages

- I speak English and Russian
- I barely speak Czech, Arabic, Kazakh, Italian, Spanish, German

Skills

Figma

Framer

UX Design

User Interface Design

Programming

Sketch

Dart

Flutter

C

TikTok Effect House

Meta Spark AR

Mentorship

Social Media

Augmented Reality

Aryel

Teaching

Attention to Detail

HTML

CSS

WebAR

Mobile App Development

UX Audit

AI

Sound Design

Prompt Engineering

Social Media Filters

Game Design

Vibe coding

Prototyping

Project Management

Nano Banana

Suno

Runway

Higgsfield

Google Flow

Lyrics

Creative writing