

PAVLO SEMIKASHEV

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01 SUMMARY

Senior Product Designer with 8+ years across enterprise platforms, healthcare and consumer apps. About half of that has been enterprise data tools — data governance at Collibra, and before that the internal data platform of one of the Big Three management consultancies. I use an LLM agent setup to coordinate parallel work across the product process.

02 EXPERIENCE

MAY 2026 – PRESENT

AWMY | Product Designer (part-time)

Startup building a marketing intelligence platform.

- Conducted a UX audit of the core platform and translated findings into design decisions
- Designing and building an internal LinkedIn networking browser extension
- Designed and built the live marketing website
- Prototype in code to validate directions before build — turning concepts into working, testable interfaces in days

MAR 2025 – MAR 2026

PRAGUE

Collibra | Senior Product Designer

Enterprise data governance platform. Worked end-to-end in cross-functional product teams, owning design from research to delivery across several product directions.

- Redesigned and user-tested Asset Lifecycle Management — a configurable core capability covering data product requests, creation, governance, and platform administration
- Designed Data Product Office from scratch as the only designer on the area — scoped and designed its MVP: dashboard, asset builder, and publishing tools for the Data Marketplace
- Contributed two core patterns — a card and a panel — into the platform design system as the shared default across the product
- Designed the widgets that surface owned areas inside the platform's built-in AI assistant, plus AI-assisted bulk fill across table rows

AUG 2019 – JAN 2025

REMOTE

1.5 YEARS

Capgemini Engineering | Senior Product Designer

Embedded in three client product teams over five years, with end-to-end design ownership across enterprise SaaS and healthcare domains.

○ Client: **Global hearing technology company (NDA)** — Hearing Health Hub

Mobile app supporting hearing health — helping people manage hearing aids, book care appointments, and check their hearing.

- Designed core product flows for iOS and Android — onboarding, hearing device control, appointment booking (with remote video adjustment), and in-app hearing test
- Maintained and extended the app's multi-brand design system, adapting features for multiple brand configurations
- Designed for accessibility-first audience — elderly users requiring clear navigation, high contrast, and simplified interactions
- Designed product experiences and prepared documentation for releases subject to EU medical-device regulation and external testing

2.5 YEARS

Client: **Big Three consultancy (NDA)** — Data Asset Management Platform

- Internal hub where the firm's data and research teams manage client engagements — from project setup and team collaboration to discovering data assets in the marketplace and sharing results with clients.
- Designed Publisher Space from scratch — the back office where data product managers publish to the marketplace: create teams, publish assets, handle requests, and track usage and revenue through data visualizations
 - Conducted in-depth research and co-facilitated stakeholder workshops to define a feature roadmap focused on improving platform adoption
 - Set up event-based analytics (taxonomy, dashboards, funnels) to identify drop-offs and inform design decisions — influenced feature prioritization and user activation strategy
 - Led a full design-system migration, defining migration principles and evolving components as new product needs emerged

1 YEAR

Client: **Clarizen Go** — Project Management Platform

- Simplified B2B alternative to the company's enterprise solution, designed to attract new users through a simpler product experience. Worked on both mobile and desktop versions.
- Designed the mobile MVP from scratch — ran user interviews with desktop users to define scope, designed board, task management, and editing flows
 - Updated shared components across desktop and mobile, improving the product experience as a whole

DEC 2017 – MAY 2019

Digital Sky | Product Designer

Designed Bottle Message — location-based social network and an advertising campaign platform for SMBs.

03 ADDITIONAL EXPERIENCE

2021 – 2023

Light — Tutor App

- Co-founder & Product Manager (Side Project)
- Created and launched a mobile app helping tutors track expenses and manage schedules.
- Combined Product Manager, Designer, and Marketing roles end-to-end
 - Grew the product to 4,000+ paying subscribers who stayed beyond six months, with an active user community and organic growth
 - Defined activation around the product's aha moment, then ran funnel experiments to help users reach it sooner. An onboarding redesign increased install-to-trial from 22% to 30%, while moving the aha moment earlier raised trial-to-activation from 45% to 52%

PRODUCT PRACTICE	product discovery, end-to-end ownership, Jobs to Be Done (JTBD), interaction design, visual design, prototyping, accessibility, responsive and mobile design, cross-functional collaboration, stakeholder management
RESEARCH, GROWTH & ANALYTICS	qualitative and quantitative research, in-depth user interviews, moderated and unmoderated usability testing, personas, customer journey mapping, product analytics, experimentation, onboarding, activation, conversion, AI-assisted research
TECHNICAL & AI	design systems, AI prototyping tools, designing directly in code, Figma, Paper, Claude Code, Codex, Git, React, TypeScript, Jira, Confluence
DOMAIN EXPERIENCE	enterprise SaaS, B2B platforms, data governance, data science, healthcare / HealthTech, mobile (iOS/Android), IoT / embedded systems
EDUCATION	Bachelor of Architecture, Southern Federal University · Associate of Arts in Sculpture, Odessa College of Art
COURSES	Y Combinator Startup School · Customer Development · Analytics for Product Managers
LANGUAGES	English — Professional, Ukrainian — Native, Russian — Fluent, Czech — Basic