

# Ivan Kalkaev

## Product Design Lead

Yerevan, Armenia | Remote only | Open to global roles

[Email](#) | [Telegram](#) | [LinkedIn](#) | [Dribbble](#) | [Website](#)

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## Summary

*Hands-on Product Design Lead with 15+ years in design, including 9 years in product and 6 years leading teams. Designs and ships complex products across Web3, fintech, payments, and iGaming, combining product strategy, UX/UI, design engineering, prototyping, production code, and team leadership. Strongest in multi-step products where business logic, edge cases, and implementation quality matter.*

## Core Expertise

**Product:** Product strategy, discovery, UX strategy, complex user flows, information architecture, interaction design.

**Craft and delivery:** UI and visual design, rapid prototyping, responsive interfaces, frontend development, design systems, developer collaboration.

**Leadership:** Product direction, hiring, mentoring, design critique, stakeholder alignment, cross-functional delivery, AI production workflows.

## Selected Impact

- BlastUP staking and IDO participation flow reduced widget drop-off by 40%.
- YC-backed Swedish Advisory landing page delivered a 58% conversion lift on paid traffic.
- Reach Metaverse pitch deck helped raise \$1M in the first investment round.
- Roketo Telegram Mini App reached 250K users in its first month.
- Tokapi NFT checkout redesign increased repeat purchases by 39%.
- Shipped 100+ products across Web3, fintech, and SaaS.
- Led teams of up to 11 direct reports; hired 25 designers and regularly mentored 10.

## Current Work

Independent Product Design Consultant | **Design and product audits** | 2026-Present

- Advise Web3, crypto, fintech, payments, and complex digital product teams on UX/UI direction, product structure, design systems, and design quality.
- Build working prototypes and production interfaces with Framer, React, TypeScript, HTML, CSS, JavaScript, Git, Cursor, Claude Code, and Codex.
- Available for full-time remote Product Design Lead roles.

## Experience

Unipaws | **Co-Founder and Design Director** | 2024-2026

- Co-founded a boutique product design studio focused on Web3 and fintech; led design direction across 30+ projects in the first year.
- Personally led design direction, reviews, mentoring, and quality decisions across the studio.
- Set design processes and production handoff while directing product UX, visual systems, and engineering collaboration.

Pixpowder | **Art Director** | 2022-2024

- Helped build a product design studio from scratch and established processes and quality benchmarks across 50+ projects.
- Led work across Web3, fintech, iGaming, and enterprise; reviewed product decisions and guided designers from concept to production.

## Earlier Experience

Lunapark | **Co-Founder and Art Director** | 2016-2022

- Co-founded a design studio and owned the full spectrum from pitching to shipping for Severgazbank, EKSMO, Yandex, VK, and Wargaming.
- Directed brand, product, and campaign work for banking, publishing, and digital products.

Tesla Media (Artonica) | **Creative Director** | 2013-2016

- Advanced from senior designer to creative director; led creative teams and client relationships.
- Delivered creative and digital work for Suzuki, VK, Haval, Efes, and Sony.

Earlier Design Experience | **Product, web, brand, and campaign design** | 2010-2013

- Designed digital products and brand systems across early-stage and enterprise client work.

## Selected Projects

- **PayVDA | Crypto payments / Wallet.** Designed a mobile-first wallet for India and the UAE around QR payments, fiat conversion, onboarding, brand identity, landing page, and investor narrative.
- **CYBRO | DeFi / Liquidity management.** Redesigned a retail yield product into a professional platform covering LP positions, vaults, rebalancing, compounding, analytics, and subscription flows.
- **Arkada | Web3 / Quest platform.** Unified quests, rewards, leaderboards, profiles, partner campaigns, and collectible assets into one product and campaign system.
- **ApeBro | DeFi / ApeChain vaults.** Turned a vault pilot into a character-led product with deposit and withdrawal flows, wallet states, mobile screens, and an investor deck.
- **Vibe Skills | AI education / Web.** Replaced the planned UI-kit approach with a custom brand, landing page, course template, localization layer, and presentation system.

## Technical Stack

**Product and design:** Figma, Framer, HTML, CSS, JavaScript, TypeScript, React, Git, GitHub, Cursor

**AI production workflows:** ChatGPT, Claude Code, Codex, Midjourney, Runway, Kling

## Domains

Web3; crypto; DeFi; fintech; payments and acquiring; complex financial products; iGaming; SaaS; on-chain products.

## Recognition

Top 1% Creatives on Contra; Apple Design Award, 2024.

## Languages

Russian: Native | English: B1-B2