

EUGENE KLOCHKOV

Senior Product Designer | AI Design Engineer | Webflow & Framer Developer

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Product Designer with 6 years of experience across iGaming, SaaS, e-commerce and EdTech, focused on usability, business needs and technical feasibility. I blend UX strategy with a background in web development, build design systems that grow with teams, and use AI to design and build complete websites and product frontends, not just visuals, moving from idea to production fast. Currently co-founding VirusDrop and growing towards a design leadership role, with experience as acting lead for a team of 10+ designers.

Skills

- UX & Product Thinking: UX strategy, design discovery, user research, journey mapping, JTBD, UX writing, usability testing, A/B testing, behavioral analytics
- UI & Visual: design systems, responsive layouts, interaction design, high-fidelity prototyping
- Leadership & Collaboration: acting team lead, design reviews & critiques, team processes, dev-ready handoff, design QA, Agile/Scrum, feature prioritization, product-led growth mindset, stakeholder alignment, documentation
- No-code, AI & Tools: Figma (auto layout, prototyping, variables), Webflow & Framer (CMS, interactions, SEO basics), AI-assisted design & development (full websites, frontend, prototypes, visuals), Userflow, FigJam, Miro, Notion, Jira, ChatGPT, Claude Code, HTML/CSS, Hotjar, GA4, Github, Freshdesk, Adobe LR & PS

Experience

[VirusDrop](#) — Co-founder & Product Designer | Kyiv, Ukraine · 08/2026 – Present

CS2 skin upgrade platform (iGaming startup)

- Co-founded a CS2 skin upgrade platform that passed 1,000 users within its first two months and keeps growing.
- Own product design end to end: UX, UI, visual language and the core upgrade flow.
- Ship parts of the frontend myself with an AI-first design and development workflow: a full redesign went from concept to production in under a week, smaller features ship in a couple of days.

[BrainRocket](#) — Senior Product Designer | Valencia, Spain (Remote) · 08/2025 – 08/2026

iGaming product company

- Supported the design team lead on people and organisational matters and regularly stepped in as acting lead for a team of 10+ designers.
- Set up team processes and project boards, making planning, prioritisation and handoffs clear across parallel workstreams.
- Ran design reviews and critiques, giving structured feedback and keeping quality consistent before work went to development.
- Built and maintained design systems that kept several products consistent and faster to design and ship.
- Designed a back office for agents: player statistics, content management and the day-to-day operational tools the business runs on.
- Worked on wallet products that bring multiple gaming brands into a single entry point, creating a lower-cost channel for acquiring new users.
- Made AI part of everyday design work, using it to generate images, visuals, concepts and prototypes and move from idea to testable result much faster.

[Docfield](#) — Product Designer | Amsterdam (Remote) · 01/2022 – 04/2025

B2B SaaS / EdTech startup

- Designed and shipped 15+ high-impact features, helping expand product-market fit beyond the education sector and driving 20% user growth.
- Redesigned the core “Smart Fields” feature to unlock dynamic document logic and resolve key usability issues from support feedback, [leading to a 23% decrease in support tickets and enabling new business use cases](#).
- Led onboarding redesign with a product-led mindset: gathered user feedback, mapped friction points, and launched 5+ targeted walkthroughs via Userflow to improve feature adoption.
- Built a scalable Figma design system, reducing UI inconsistencies and cutting developer handoff time by ~30%.
- Took full ownership of the marketing website redesign, migrating it from WordPress to Webflow and eliminating reliance on third-party contractors. Continuous iteration drove a 16% lift in demo requests.
- Improved design quality by establishing structured rituals such as async critiques, design QA, and clear documentation standards. These efforts reduced post-release UI bugs by ~40%.
- Facilitated cross-functional collaboration amongst product, engineering, and QA teams within agile sprints, delivering 10+ MVPs and incorporating user feedback for continuous platform iteration.

[ATL](#) — Product Designer | Kyiv · 12/2020 – 01/2022

E-commerce platform & Ukraine's largest car service network (150-200k MAU)

- Rebuilt product pages, catalog, and checkout, reducing cart abandonment by 17%.
- Designed a TecAlliance-integrated vehicle selection widget, reducing search time for parts by 50%.
- Launched [ATL autosale](#), a new sales channel for imported vehicles from 3 countries, helping expand the company's business model and reach new market segments.
- Introduced a modular design system, standardizing UI patterns and enhancing developer alignment.
- Worked cross-functionally with C-level and product stakeholders to define, prioritize, and execute roadmap features.

[Point*](#) — UI/UX Designer | Kyiv · 02/2020 – 12/2020

Digital agency (B2B & B2C clients)

- Owned full-cycle UX/UI design for 5+ client products with a monthly audience of up to 340k, including: E-commerce, SaaS, and content publishing platforms.
- Increased escape room booking completion by ~25% for [PlanB](#) and co-designed an interactive remote experience platform with live team gameplay.
- Delivered [Radnyk](#) — a subscription-based publishing platform for budget accountants with a clean UX.
- Mentored junior designer for 3 months and introduced internal QA and component workflows.

Education

National Aviation University — Bachelor of Systems Engineering | Kyiv · 2015 – 2019

HTML Academy — HTML/CSS/JS Fundamentals | Online · 2020

Languages

English (professional) · Ukrainian (native)