

DIMA TRUBNIKOV

Principal Product Designer · Design Lead · AI-Native Delivery

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SUMMARY

Principal Product Designer and design lead, 15+ years across enterprise SaaS, HIPAA-compliant healthcare, IoT and consumer mobile, on a formal systems engineering foundation (M.Eng.). Brought in when a build has stalled: audits fast, restructures the architecture and ships. Previously Head of Design — owned a design unit's P&L (−27% in 2022 to +32% in 2023) and grew it from 2 to 10 designers with 0% attrition. Ships production iOS apps solo through AI orchestration. Vilnius, Lithuania — EU work authorization.

CORE SKILLS

AI-Native Product Design · LLM Integration & Orchestration Architecture · Agentic UX Design · Voice UX / Streaming State Design · 0-to-1 Product Design · Product Strategy · Product Roadmap · Information Architecture · User Flows & Journey Mapping · Interactive Prototyping · User Research & Usability Testing · Design Systems · Figma (Advanced) · Systems Architecture · HIPAA-Compliant UX · Enterprise SaaS / B2B UX · Mobile Design (iOS / Android) · Accessibility (WCAG 2.1 AA) · Cross-Functional Team Leadership · Stakeholder Management · DesignOps · Design Org Build-Out

EXPERIENCE

Independent Consultant · Principal Product Designer

March 2026 – Present

AI-native and HIPAA-compliant product design for healthtech and consumer platforms.

- **Took over** a ~2-year stalled legacy build at Caily (senior living care coordination platform, live at caily.com); led end-to-end redesign — information architecture, EHR data surface UX, HIPAA-compliant permission and privacy flows, adaptive UI patterns for inconsistent clinical data; defined component architecture to minimize frontend implementation effort.
- **Recovered** a ~1.5-year stalled build for a premium B2C AI voice-coaching platform (pre-GA): mapped the design artifacts against what the voice API could actually return, designed the real-time voice UX (streaming states, interruption handling) and shipped the subscription paywall to production in RevenueCat Paywalls v2.

Independent · Indie iOS Products · Sole Designer, Developer & Publisher

2023 – Present

Self-shipped consumer apps owned end-to-end, solo.

- **Monetized** with native StoreKit IAP (RelaxColors, Daily Wishes, Affirmations, GentleKitty). RelaxColors: 6.32% App Store conversion (2× category avg), +52% downloads, +23% revenue from a single ASO optimisation.

Softeq Development · Head of Design / Resource Manager

July 2022 – February 2026

Full ownership of design department: P&L, staffing, capacity, DesignOps, capability-building, pre-sales across 3 enterprise product lines.

- **Owned** the design unit's P&L and staffing as Head of Design and resource manager. The unit was losing money on bench time; I stopped hiring ahead of demand, moved designers into long dedicated assignments and put the designer who would do the work into the estimate. Margin went from −27% (2022) to +32% (2023); the org grew from 2 to 10 with 0% attrition.
- **Reduced** design delivery cycle from 5-7 to 2-3 sprints with near-100% estimation accuracy; introduced AI-native workflows (LLM tooling, Midjourney) across the team.

Softeq Development · Lead Product Designer

October 2016 – July 2022

IC product design across Fortune 500 and growth-stage clients — enterprise SaaS, IoT, AI/ML tooling, DevOps.

- **Led** design on Halo Collar (GPS dog-safety wearable) from the first sketches: scoped the engagement, produced the initial concepts, then hired the project's first senior designer and directed the mobile app and admin portal. Worked with hardware and ML engineers on device constraints, including field testing the collar. Onboarding: 15 min to under 2. The company closed its Series B at a \$400M valuation (Dec 2021); 4.1★ across 9K+ ratings, 100K+ Google Play downloads.
- **Designed** Lenovo Deployment Assistant — a Windows desktop app that automates building installation packages and configuring device fleets, replacing scripted deployment with a guided wizard. Windows Fluent 1:1, validated with the admins who use it.
- **Designed** data annotation tooling for a Tier-1 German automotive supplier (2018) to train autonomous-vehicle computer-vision models — semantic segmentation, object classification, occlusion handling, prediction-mode review UI. AI/ML product design 5 years before mainstream.

AETSoft.com · Freelance UX Consultant (sole proprietor)

2018 – 2023 · Concurrent

Concurrent engagement alongside primary role. Blockchain-focused B2B dev shop.

- **Led** UX strategy and product design for a German fintech startup building blockchain payment infrastructure through to a consumer mobile app — workshops, product discovery, user flows, end-to-end direction; ran concurrently with primary role.

Axamit.com · Freelance UX Consultant (sole proprietor)

2014 – 2020 · Concurrent

Concurrent engagement alongside primary role. Adobe Solution Partner, B2B dev shop.

- **Advised** enterprise clients (Euroset, Danone, among others) on UX and product design as an Adobe Solution Partner; ran concurrently with primary role.

415 Agency · Founding Designer · Lead Product Designer

2012 – 2016

- **Founding** designer of a three-person studio; grew the design team from one to five. Designed a Chilean client's pre-order, loyalty and POS platform from zero, including iPad terminals and iBeacon recognition. The client exited within 12 months.

WareCorp · Product Designer → Design Lead

2008 – 2012

- **Grew** from mid-level designer to Design Lead within ~1 year (promoted 2009) — built and led the design department, hired and mentored junior and mid designers. First leadership role.

EDUCATION

Master of Engineering in Radio Engineering — Belarusian State University of Informatics and Radioelectronics (BSUIR), 2004.

CERTIFICATIONS

AI Agents for Product Leaders (2025) · Google UX Design Professional (2024) · IBM Enterprise Design Thinking Practitioner & Co-Creator (2021).

ACCOMPLISHMENTS · LANGUAGES

1st Place, APPSWORLD Conference Hackathon, Berlin 2015 — Context-Aware Smart Ecosystem built in 48 hours; vision personally recognised by Apple co-founder Steve Wozniak. Web Design Award — AIGA / Graphic Design USA.

Languages: English (Fluent) · Russian (Native) · Lithuanian (A2 in progress).