# Kosta Zanin. Senior Product Designer

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## SUMMARY

Senior Product Designer with 9+ years of experience crafting user-centred solutions for complex B2B companies and enterprise SaaS web applications in core domains such as dev tools, data analysis and integration, business intelligence, cloud computing, DevOps, FinOps, and cybersecurity. Skilled in breaking down technical problems and delivering high-quality designs aligned with both business goals and user needs. Have a proven track record of helping 10+ startups shape products from scratch and raise over $250M in venture capital.

## WORK EXPERIENCE

### Staff Product Designer | OpenVPN | US | March 2022 – Present
- Led the migration to a new design system, resulting in a 30% reduction in design and development time.
- Collaborated cross-functionally with engineering and product teams to solve complex UX/UI challenges.
- Provided clear design specifications and rationale to engineers, ensuring accurate implementation.
- Implemented a data-driven approach to design, conducting user research and usability testing.

### Senior Product Designer | B2B SaaS | Profisea Labs | Israel | February 2019 - February 2022
- Designed a DevOps and FinOps B2B SaaS application, improving cloud accessibility and reducing costs by up to 75%.
- Created and maintained a comprehensive design system to ensure consistency across products.
- Facilitated alignment between stakeholders through effective communication and shared understanding.
- Adapted quickly to changing project requirements in a fast-paced startup environment.

### UI/UX Designer | Kabali | US | January 2017 - January 2019
- Designed enterprise internal tool focusing on monitoring, observability, and data visualization
- Created intuitive interfaces for complex data analysis and integration processes
- Owned projects end-to-end, from initial solution to shipping the final product
- Collaborated with cross-functional teams to validate solutions and gather valuable feedback

## SKILLS

**Research:** Data analysis and synthesis, conducting surveys and interviews, user personas, JTBD.
Prototyping: low and high-fidelity mockups using Figma, interactive prototypes for user testing and validation.
**Design:** UI, design systems, production redlines.
**Testing:** UX testing, A/B and multivariate testing.
**Soft skills:** multitasking, flexibility, autonomy, strong writing communication, asynchronous work with a global team, empathy, analytical mindset, end-to-end project ownership, leadership, curiosity, high self–motivation.
**Tech stack:** Figma, FigJam, Miro, Adobe Suite, HTML, CSS, JavaScript, Python for data visualization, no-code tools.

## TECHNICAL PROJECT EXPERIENCE

### Greenwashing AI Detection Tool
- Participated in the GFIN TechSprint to develop tools for regulators to tackle greenwashing in financial services.
- Collaborated with international organizations to build an AI-powered application that detects inconsistencies in financial institutions' sustainability claims.
- Conducted deep data analysis using Python for data preprocessing and Large Language Models (LLMs) to analyze diverse datasets and identify greenwashing inconsistencies x1000 times faster than a manual search.
- Awarded the Eureka Prize for the most original adaptation or development of a technology.

## EDUCATION

Master's Degree in Digital Design | Donetsk Technical University, Ukraine, 2013
The Nature of a Product (JTBD + CustDev), Online, 2022
Google UX Design, Google Career Certificates, Online, 2021