

PAVLO SEMIKASHEV

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01 SUMMARY

Senior Product Designer with 7+ years across enterprise platforms, healthcare and consumer apps. About half of that has been enterprise data tools — data governance at Collibra, and McKinsey's internal data platform before it. I work end-to-end with product and engineering teams: research, flows, and dense interfaces that stay accessible. I use a self-built, spec-driven agent setup to expand research, analyze evidence, synthesize decisions, and coordinate parallel work across the product process.

02 EXPERIENCE

FEB 2025 – MAR 2026 **Collibra** SENIOR PRODUCT DESIGNER
PRAGUE, CZECH REPUBLIC

Enterprise data governance platform. Worked end-to-end in cross-functional teams — with product managers, engineers and domain experts — owning design from research to delivery across several product directions, including design-system work in Material UI (MUI) and accessibility audits ahead of the platform's US public-sector launch.

- Redesigned Asset Lifecycle Management — a core platform feature spanning multiple roles and workflows. Validated through user testing
- Designed Data Product Office from scratch — a new section of the platform for data product owners, with a dashboard, asset builder flow, and tools for managing published data products in the Data Marketplace
- Contributed new design patterns that were adopted across several product areas
- Pioneered LLM use in design — rapid prototyping (Gemini, Figma Make) and AI-generated UX artifacts (flows, copy, personas, research). Shared approaches with the team

MAR 2019 – DEC 2024 **Capgemini Engineering** SENIOR PRODUCT DESIGNER
REMOTE

Long-term client engagements across enterprise SaaS and healthcare. Embedded as a core member of each product team with full ownership of design.

01 CLIENTS

Sonova / Phonak 1.5 YEARS

HEARING HEALTH HUB MOBILE APP

B2C mobile app for managing hearing aids, used by patients across multiple Sonova brands. Designed for an elderly audience with strict EU healthcare compliance requirements.

- Designed core product flows — onboarding, hearing device control, appointment booking (with remote video adjustment), and in-app hearing test
- Created a multi-brand design system supporting several Sonova brands with different color schemes across the app and a 100+ page user guide
- Designed for accessibility-first audience — elderly users requiring clear navigation, high contrast, and simplified interactions

02

McKinsey & Company 2.5 YEARS

DATA COLLABORATION 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 — a new section where publishers create teams, publish assets, handle requests, and track usage and revenue
- Drove continuous user research as a process — ran 40+ user interviews and 24+ moderated testing sessions, built role-based personas and CJMs for 4 key roles
- Set up event-based analytics (taxonomy, dashboards, funnels) to identify drop-offs and inform design decisions — influenced feature prioritization and user activation strategy
- Led global redesign of the platform through a complex migration between design systems while expanding functionality and improving accessibility (typography, contrast, colour-blind support)

03

Clarizen Go 1 YEAR

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

2017 – 2019

Digital Sky PRODUCT DESIGNER

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

2016 – 2018

Self-employed FREELANCE – BRANDING AND EARLY PRODUCT WORK

- Branding and digital product design for clients including Obraz 27, Berry Button, and Fructus
- Designed a digital photo frame product: mobile companion app and embedded touchscreen interface (IoT/HMI)

03 PET PROJECT

2021 – 2023

Light — Tutor App

Product Co-founder. Created and launched a mobile app helping tutors track expenses and manage schedules

- Combined Product Manager, Designer, and Marketing roles end-to-end
- Built a loyal user community with consistent organic growth
- Used product analytics and experiments to improve onboarding and activation across install-to-trial and trial-to-paid conversion, moving the product's aha moment earlier

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-assisted prototyping, Figma, Paper, Claude Code, Codex, Git, React, TypeScript

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

LANGUAGES

English — Professional, Ukrainian — Native, Russian — Fluent, Czech — Basic