

Pavlo Semikashev

Senior Product Designer (UX/UI) · Portfolio: pablo-semikashev.design

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Summary

Senior Product Designer with 7+ years of experience across enterprise platforms and consumer apps. Founder experience and product mindset — I solve complex problems end-to-end, comfortable with both research/analytics and visual craft. Naturally curious — I love experimenting with new tools and approaches that change how I design; right now that's AI.

Experience

Collibra (Feb 2025 – Mar 2026)

Senior Product Designer · Prague, Czech Republic

Enterprise data governance platform. Worked end-to-end across several product directions, owning design from research to delivery.

- 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

Capgemini Engineering (Mar 2019 – Dec 2024)

Senior Product Designer · Odessa, Ukraine / Remote

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

Clients:

- **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)
- **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
- **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

Digital Sky · 2018 – 2020

Product Designer

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

Self-employed · 2016 – 2020

UX/UI Designer — Freelance & Early Projects

- 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)

Pet Project

Light — Tutor App · 2021 – 2023

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

Skills

Design & AI Tools: Figma (advanced — variables, auto layout, interactive prototypes, animations), Figma Make, Google Stitch, Gemini, ChatGPT, Claude, Adobe Creative Suite, Miro, FigJam, Notion

Research & Testing: User Research, User Interviews, Usability Testing (moderated & unmoderated), A/B Testing, Heuristic Evaluation, Contextual Inquiry, Personas, Customer Journey Maps (CJM), Empathy Mapping, Maze, UserTesting.com

Design Craft: Wireframing, Prototyping, User Flows, Information Architecture, Interaction Design, Visual Design, Design Systems, Component Libraries, Design Tokens, Accessibility (WCAG), Responsive Design, Mobile-First Design

Analytics: Amplitude, Mixpanel, Funnel Analysis, User Activation, Retention Metrics, Event-based Analytics

Process & Leadership: User-Centered Design, Human-Centered Design, Design Thinking, Lean UX, Agile/Scrum, Cross-functional Collaboration, Stakeholder Management, Design Leadership, Mentoring, Product Strategy

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