



Artur Prokopenko
Senior Product Designer
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Summary

16 years designing products across Web3, AI, SaaS, VoIP, and more. Thrive as the first designer on the team - scoping features, shaping product strategy, and shipping with minimal direction. Equally effective inside structured orgs - contributing to shared design systems, collaborating cross-functionally, and improving processes without disrupting what already works. I turn complex problems into intuitive interfaces and scalable foundations that align people's needs with business goals.

Core Skills

- Early-stage design:** scoping, shipping, and decision-making in chaotic and unstructured environments with limited resources
- Product design:** research, ideation, prototyping, testing, and cross-functional collaboration within established teams
- Design systems:** building from scratch, co-developing across orgs, documentation, and adoption
- Product strategy:** translating business needs into requirements, feature specification, and scope management

Domains

Web3: DeFi, NFTs, Wallets
AI tools & assistants
SaaS
VoIP & Telecom
AdTech
E-commerce
Fintech
EdTech

Tools



Figma



Claude AI



Chat GPT



UX Pilot



Cursor



Stitch



Weavy



Perplexity



Lovable



Github



Xcode



VS Code



Vercel



Adobe CS



Affinity



Mobbin



Framer



Rive



Linear



Notion



Click Up

Experience



Pulse • Founding Designer

Sep 2025 - Mar 2026 • 7 mos

Stealth-mode Web3 startup building a native iOS app for trading AI-focused assets - stocks, crypto, and prediction markets - with no KYC and auto-generated wallets.

- Sole designer on the team. Translated a high-ambiguity idea into a fully scoped product across 20+ flows - onboarding, trading, portfolio management, and gamification.
- Named the app and designed its signature feature - a personalized news feed with tradable asset cards attached to market signals, enabling users to act on opportunities immediately.
- Conceived a tokenization interest-expression feature letting users signal demand for assets not yet available, directly influencing the tokenization partner's decisions. Documented all logic and edge cases.
- Authored a complete leaderboard feature and wrote a specification for developers covering all mechanics, ranking logic, and edge cases. Illustrated badge and league assets.
- Built UI using Apple's iOS 26 design system with custom extensions, dark/light themes, Rive.app intro animation, app icon, and illustrated badge and league assets.

Key Achievements:

- Shaped ~80% of the product from rough ideas, end-to-end, with no prior design assets.
- Identified a delivery risk mid-project and proposed a scope reduction, refocusing on features aligned with partner and investor priorities.
- Bridged co-founders and engineer - translating ambiguous ideas and blockchain concepts into actionable design decisions with limited founder availability.



Penumbra Labs • Product Designer

Oct 2024 - Sep 2025 • 1 yr

Penumbra is the first fully end-to-end encrypted blockchain in the Cosmos ecosystem, enabling private trading, staking, and cross-chain transfers using zero-knowledge proofs generated locally on users' devices.

- Designed the Veil DEX trading interface from scratch - the first fully shielded DEX in Cosmos - translating complex privacy mechanics into an intuitive trading experience.
- Designed onboarding flows for both crypto-native and new users, abstracting away the underlying ZK infrastructure.
- Designed the Liquidity Tournament (LQT) interface - incentivizing liquidity providers and delegators through voting and position rewards.
- Created high-fidelity wireframes for the Prax wallet iOS app with neobank-like UX and hidden Web3 complexity.
- Co-developed the cross-org design system shared across three organizations, balancing usability with ecosystem-wide consistency.

Key Achievements:

- Veil DEX and LQT were key surfaces behind the protocol reaching **\$3.77M in shielded value** and **100K wallets** across 6 IBC chains.
- Delivered the complete LQT interface in **2 weeks**, unblocking the team to test incentive mechanics with real liquidity.



Haltia.AI • Lead Product Designer

Aug 2023 - Oct 2024 • 1 yr 3 mos

UAE-based AI startup building a privacy-first personal AI assistant that runs entirely on-device, with no cloud dependency. Targets both consumer and enterprise markets across Apple ecosystem and Linux.

- First designer on the team. Built the design system from scratch for iOS, iPadOS, macOS, watchOS, and Linux, working within Flutter's cross-platform constraints.
- Designed the core AI assistant experience with deep integrations - Google Calendar, Gmail, Google Maps - enabling users to manage daily tasks without leaving the app.
- Hired a UX researcher and a Senior Product Designer for hypotheses validation, documentation and UI production, while owning design direction and stakeholder communication.
- Advocated for a leaner feature scope, prioritizing fast shipping to acquire first users sooner - given how fast the AI market was moving.
- Designed corporate identity, website, pitch deck, demos and marketing materials for fundraising.

Key Achievements:

- Design and pitch materials contributed to securing **\$2M in a public investment round**.
- Built a **0→1 design system** serving **5 platforms** from a single codebase.
- Product demos were shown 50+ times, leading to participation in the **UAE government AI program**.



NEAR Tasks • Product Designer

Jul 2021 - Nov 2023 • 2 yrs 5 mos

spin-off from near.inc

Decentralized AI data labeling marketplace on NEAR blockchain where users complete annotation tasks, earn NEAR tokens, and verify each other's work through consensus-based peer review.

- Sole designer across the full product lifecycle - from the early satori.art NFT Creator Studio through the pivot to NEAR Tasks. Built two design systems from scratch.
- Designed the complete NEAR Tasks platform: multi-step annotation flows, peer review workflows, earnings dashboard, reputation tracking, leaderboard, and badge system.
- Designed the NFT Creator Studio interface and landing page for satori.art with creator tools and social integrations.
- Built a ViralLoops-powered waitlist landing page and independently ran Twitter and Snapchat ad campaigns to drive signups.
- Grew beyond the designer role, contributing to product strategy alongside the PM and CEO.

Key Achievements:

- NFT Creator Studio reached **20K+ created wallets** through streamlined onboarding I designed.
- Waitlist I built with ViralLoops and ad campaigns generated **60K+ signups** in under a month.



NEAR inc. • UX/UI Designer

May 2021 - Jul 2021 • 3 mos

NEAR Protocol is a Layer 1 blockchain known for developer-friendly tooling, sharding-based scalability, and user accessibility across Web3.

- Designed Crescent - NEAR's blockchain data querying and analytics platform (similar to Dune). SQL editor, dashboard builder with drag-and-drop widgets, data visualizations.
- Designed the **NFT.HipHop** marketplace - a collaboration between NEAR, the Universal Hip Hop Museum, and Ed Young (co-founder of The Source magazine). Supported credit card purchases to test mainstream Web3 accessibility. Press coverage in **CoinDesk** and **AfroTech**.
- Contributed to the new NEAR corporate identity. Work on the devel team led to the spin-off that became satori.art, where I continued as sole designer for 2+ years.



Sentrium • Lead Designer

Jul 2018 - Oct 2020 • 2 yrs 4 mos

Designed websites, wireframes, and brand materials for vyos.io and sentrium.io. Led design for telecom products RingPlan and ztelco, including brand book, customer self-service platforms, and front-end development oversight.



Everest Media • Lead Designer

2017 - 2018 • 1 yr

Devised a semi-automated banner generation system for CTR testing. Managed sales funnel creation for beauty, health, and crypto verticals with landing pages under 500 Kb. Designed a trading courses LMS interface.



Photographytalk • UX/UI Designer

2016 - 2019 • 3 yrs

Designed advertising, subscription, payment, and LMS modules for a photography platform serving 2M+ users. Created landing pages for advertising partners and investor pitch decks.

Other Experience

Avys Wholesale • UX/UI Designer

2016 - 2017 • 1 yr

ArtStation Labs (ex Droidlabs) • UX/UI Designer

2012 - 2015 • 3 yrs

UX Depot • UX/UI Designer

2011 - 2012 • 1 yr

Freelance • Graphic/UX/UI Designer

2008 - 2021 • Part-time

Education

NURE, Ukraine

2012 - 2014

Bachelor's degree, Media systems

ZGEC ZDIA, Ukraine

2008 - 2012

Junior Specialist, Print Design and technologies

Languages

English - professional working proficiency

Ukrainian - native

Russian - fluent