

ROMAN SHIMIN

Senior Product Designer | AI Product Design

Montenegro (Remote) | hello@romanshimin.com | romanshimin.com | linkedin.com/in/rrrshimin

PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of agency experience across approximately 300 web and mobile projects, particularly complex B2B, SaaS and enterprise software. Translate unfamiliar business operations into clear product architecture and buildable MVPs through client discovery and end-to-end UX/UI design. Design AI-powered product interactions and use AI-assisted workflows to accelerate prototyping and delivery.

PROFESSIONAL EXPERIENCE

Lead UX/UI Designer | Appello | 2021 - Present | Australia

- Lead hands-on design for complex B2B and SaaS applications across manufacturing, construction, finance and healthcare, turning ambiguous operational requirements into intuitive workflows.
- Drive client discovery and design sessions: research unfamiliar domains, map user flows and edge cases, challenge requirements, define MVP scope, and deliver UI and interactive prototypes.
- Design AI-powered experiences including clinical insight dashboards, document-aware assistants, conversational guidance and document-to-process generation within existing applications.
- Created shared web and mobile Figma UI kits aligned with engineering components, now used as team templates; authored design and AI workflow guidelines and review four designers' work.
- Use AI-assisted domain research and rapid prototyping; built reusable Cursor workflows to independently produce and deploy application landing pages and transactional email interfaces.
- Collaborate with engineers through implementation, preparing detailed specifications and resolving technical constraints while preserving intended product behavior.

UX/UI Designer | Appello | 2019 - 2021 | Australia

- Designed responsive web and mobile products for international clients, from requirements and information architecture to wireframes, high-fidelity UI, prototypes and developer handoff.

Freelance UX/UI Designer | Independent | 2017 - 2019

- Delivered web and mobile interface design and supporting brand assets for clients across different industries.

INDEPENDENT PRODUCT

CarCare Diary | Founder & Product Designer | 2025 - Present

- Launched and operate a cross-platform mobile app with 1,000+ users, owning product strategy, UX/UI, roadmap, releases and subscription monetization.
- Conduct user interviews, gather feedback and iterate on onboarding, activation and retention to prioritize product improvements.
- Build and maintain production software through AI-assisted development, working across frontend, backend, integrations and QA.
- Lead acquisition and go-to-market experiments, from paid campaigns and App Store optimization to an AI-assisted research and outreach system in development.

SKILLS

Product Design: UX/UI, Product Strategy, AI Product Design, B2B SaaS, Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping, Design Systems, Figma, MVP Scoping

AI & Technology: Human-AI Interaction, Generative AI, AI-Assisted Research & Prototyping, Cursor, ChatGPT, Figma AI, React Native, TypeScript, Supabase, Vercel

Collaboration & Growth: Client Workshops, Cross-Functional Delivery, Design Reviews, User Interviews, Growth Experimentation, App Store Optimization

LANGUAGES

English (Fluent) | French (Conversational) | Russian (Native) | Ukrainian (Proficient)