

I've been designing products for over twelve years, mostly ones where people manage money or make decisions from data. I've worked as a designer and as a lead. Now I build products with agents, down to the front end

I do my best work when a product is still taking shape. That's when you settle why it exists and what has to stay put while everything else changes. That's identity: it's what people recognize the product by, and what every next decision has to answer to

Everything around us that just works was shaped by someone with patience and attention for the person who'd use it. People love things like that without ever wondering why. I want to make products that deserve that kind of love



Ilya Mokhov is a lead product designer / ai-native / fintech, data / 12+ yrs

Product design→ Information architecture and navigation systems; scenarios and user journeys; prototypes at any fidelity, up to working code; data-heavy interfaces such as dashboards, tables, filtering and visualization; payment flows with their onboarding, KYC, transaction states, errors and recovery; trading and analytics; system states, including empty, error, loading and edge cases. **Research**→ Segmentation and job graphs (aJTBD); customer interviews, both in-depth and hallway tests; usability testing; reading product metrics and support tickets. **AI-native practice**→ Agentic workflow daily; interfaces for products with AI inside, where intent, delegation and trust boundaries matter; reviews with engineers in GitHub. **UI and craft**→ Design systems down to tokens, components and documentation; typography, grids and composition; motion and microinteractions; web and mobile platforms; iconography, illustration, infographics. **Front end**→ HTML/CSS/JS through agents, both prototypes and production code; component libraries in Storybook; responsive layouts. **Leadership**→ Hiring funnel, interviews, test tasks and onboarding; growing designers through art direction and mentorship; design reviews and quality bars; prioritization and deadlines; bringing AI practice into the team

Russian: native, English: B1→B2

Senior Product Designer at Blask

Jan 2024—Jun 2026 · Market analytics platform for the gambling and betting industry

Rebuilt the navigation on a data-heavy product: any context now opens in three levels at most. → Proposed the redesign and got it shipped: new design system, concepts, rollout. → Designed a pricing configurator from scratch; redesigned filters, tables and widget headers. The adaptive grid and per-user layout customization grew out of this work. → Designed dashboards and data visualization: tables, charts, brand and market comparisons, empty states and edge cases. → Built part of the production front end myself, with agents: new navigation, filtering, widget headers. → Started an internal prototyping tool for product managers: a PM describes an interface in words and gets a prototype assembled from real production components kept in Storybook, no designer needed

Lead Product Designer at Defiway · Long-term contract

Nov 2021—Dec 2023 · Crypto fintech: an ecosystem of payment and investment products

Ran the ecosystem's products as the only designer: payroll, payment terminal, staking, treasury. → Designed a neobank wallet from scratch with full carte blanche: minimal screens and transitions, a compact design system, a character of its own. Also designed a VPN app. → Designed complete payment flows: onboarding, KYC, sending and receiving money, transaction states, errors and recovery. → Gathered business requirements and worked within compliance and security constraints. → Built and maintained design systems across the ecosystem; designed web and mobile (iOS/Android)

Head of Design at Scalable Solutions

May 2022—Jun 2023 · Crypto exchange

Led a team of four designers as a player-coach: half the time hands-on in the mockups. → Hired designers: funnel, interviews, test tasks, onboarding. Built processes: prioritization, design reviews, deadlines. → Set quality standards: design system, guidelines, definition of done. Shaped what design should be in the company and defended that vision to leadership. → Designed the exchange's interfaces myself: trading terminal, charts, orders, user accounts

Product Designer · Independent practice

Jul 2024—present

Anti-fraud MVP: built the entire front end through an agentic workflow; design straight in code, UI in Figma. → The Watcher, my own crypto-market analysis tool: designed and built entirely with agents. → A book, course and JTBD trainer with an AI assistant: layout and navigation for a complex content product. → Pet projects: a design-system generator; an interface-design tool driven by JTBD segmentation

Product Designer at Payneteasy

Jan 2019 —Nov 2021 · Payment gateway: hundreds of payment methods, flexible transaction routing

Gathered requirements and shaped the concept of a new product to replace one grown over ten years of development. → Defined scenarios, drew user journeys, designed the interfaces from them; built the design system. → Designed desktop and mobile versions; checked what shipped against the designs and took part in testing; collected feedback from users and staff

Early career

Independent practice→ 2017—2019 · UX/UI Designer at TASS→ 2016—2017 · national news agency: product strategy with the newsroom, interface design, guidelines, art direction · UX/UI Designer at Future Technologies Group→ 2015—2016 · web, iOS and Android interfaces, guidelines, typography, mentorship · Web Designer at Brandproduction→ 2014 · Graphic Designer at MALLINA→ 2013 · Freelance→ 2010—2013