Hi,
I'm Sergey Smirnov,
a Sr. Product Designer (UX/UI).

I'm a Product Designer (UX/UI) with 20+ years of experience transforming complex requirements into intuitive digital products. Proven track record of partnering with VC-backed SaaS startups to drive growth from Seed stage to Series B+ through strategic UX/UI.

Formerly a Head of Design leading large departments for tech companies, I spent the last decade operating as an independent design partner, specializing in high-growth SaaS startups and established tech companies.

Expertise: Product Design (SaaS, B2B, B2C, Web Apps) • UX Research & Information Architecture • UI Design & High-Fidelity Prototyping • Design Systems & Scalability • Branding & Marketing Collateral for Tech.

Experience

Chief Design Officer
Artesian.Space
Nov 2015 - Present

Chief Product & Design Officer
OJSC WebTV
Nov 2012 - Oct 2015

Art Director
Rutube
Dec 2008 - Feb 2012

Art Director
Hearst Shkulev Media
Feb 2007 - Dec 2008

Art Director
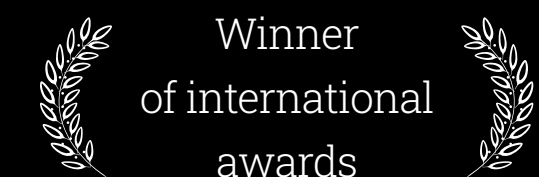Aplex Internet Solutions
Mar 2004 - Jan 2007

Education

MADI Technical University
— Master's degree in Information Technology. Systems of Artificial intelligence.

— Master of Bachelor in Internet Technologies.

RealTime School
— Adobe certificate: Adobe Flash. Basics & Programming

Winner of international awards

Projects

ArincDirect℠ Flight Operations System (FOS®)

ArincDirect℠ is in 25 years the most used solution to managing more than 75% of US business aviation. It is pricing, charter quoting, customer interactions, and analytics.
This unparalleled blend in the industry offers remarkable advantages to charter operators, brokers, and corporate flight departments.
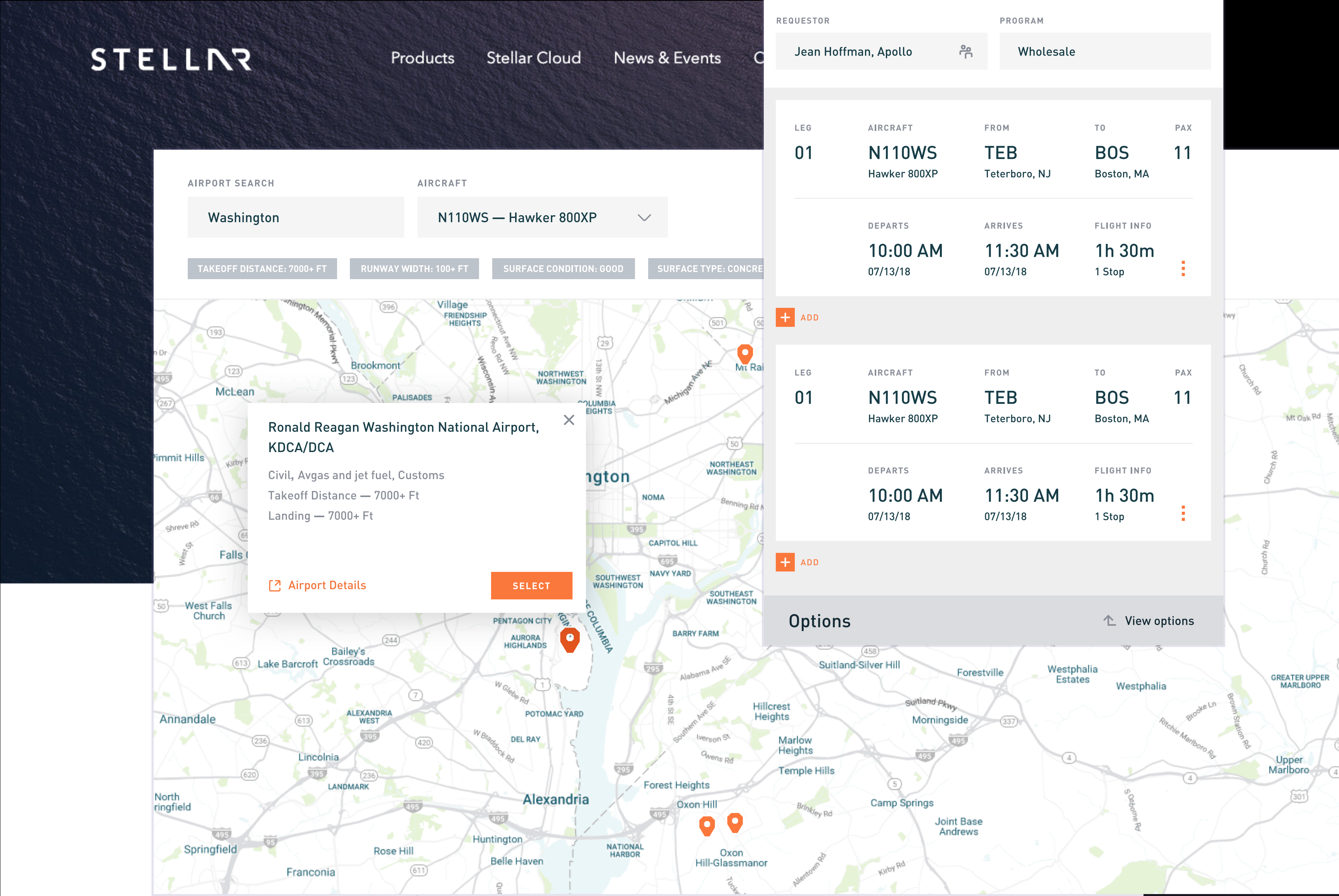
stellar.aero
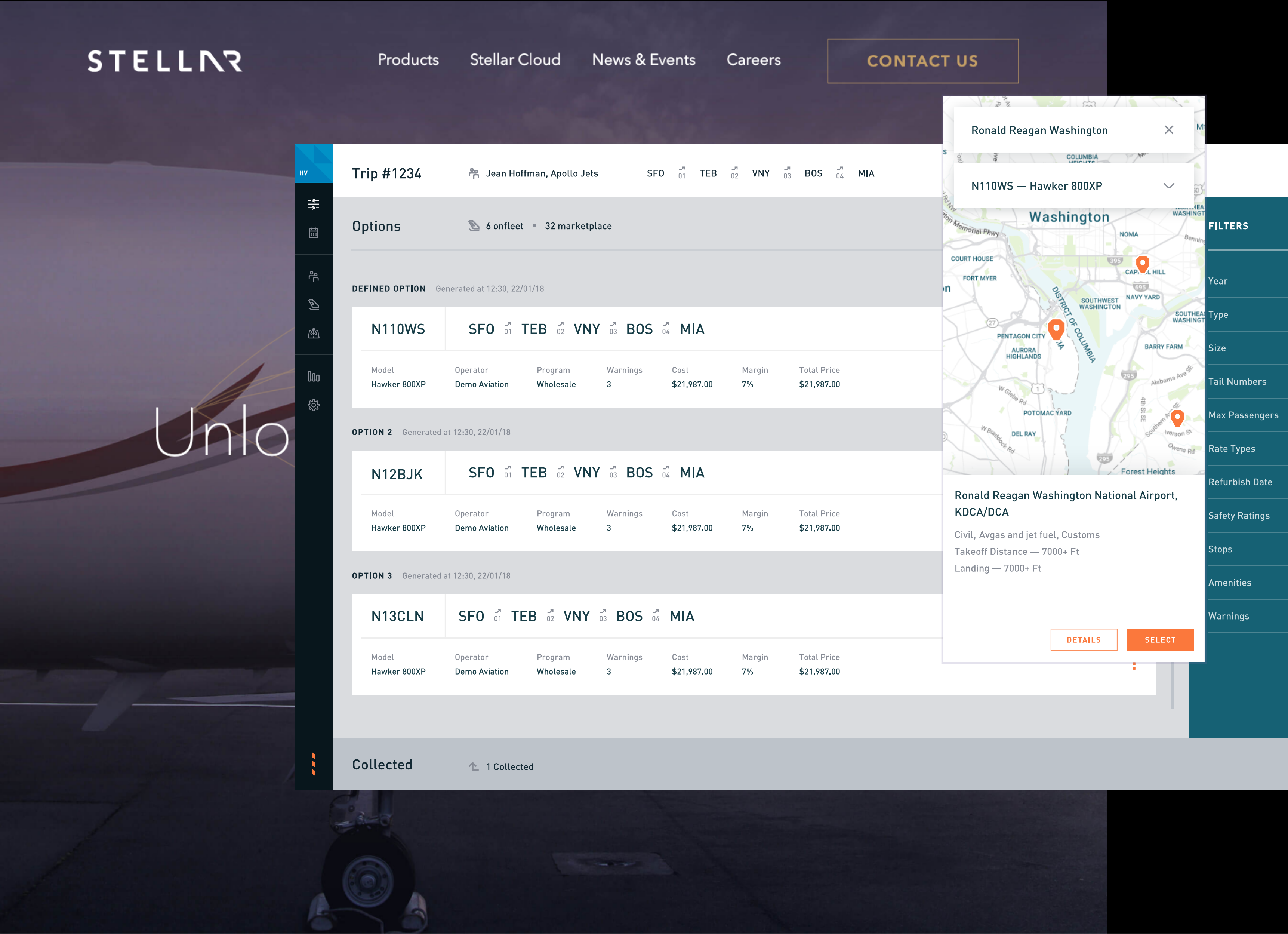
Projects

The Challenge

is a completely redesign FOS ® with a modern architecture, intuitive and easy-to-use interface, and new improved cloud-based features in accordance with modern business requirements.

The Solution

The design system and the main product design were developed, which became the basis for further creating a system of related products for the aviation industry.
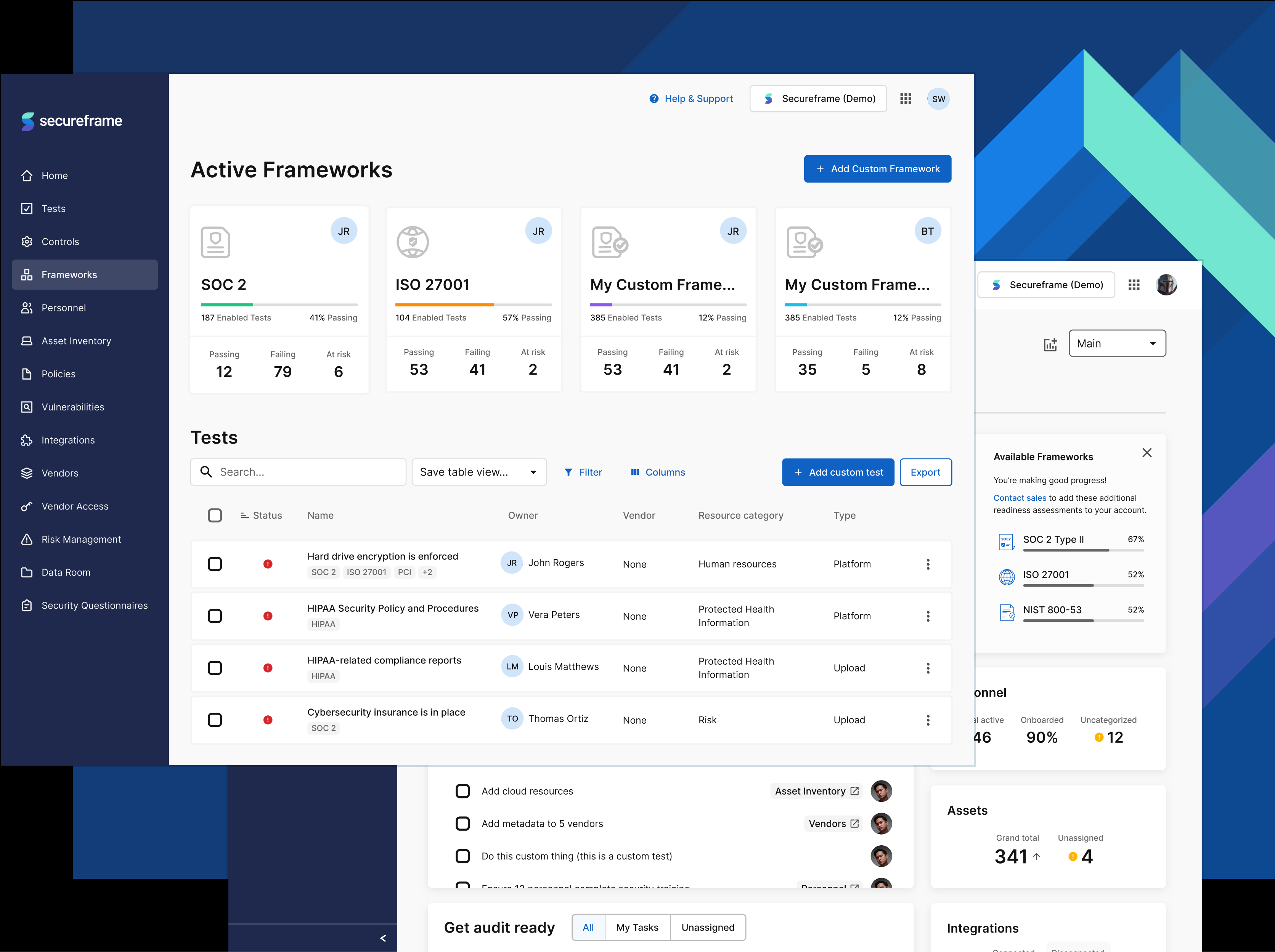
Projects

Secureframe

The automated all-in-one governance, risk, and compliance platform that helps companies to achieve and maintain continuous security and privacy compliance with speed and ease — including SOC 2, ISO 27001, PCI DSS, HIPAA, GDPR, CCPA, and more.

secureframe.com

Projects

The Challenge

was to join the project at the start
to create branding, MVP,
UI/UX design, tons of graphics,
advertising, and presentations.

The Solution

For more than 2 years of work on
the project, the comprehensive
design solution has been
completed from an idea to a
popular product. Secureframe has
raised almost 100 million
investments, the team has grown
from 5 people to 180+, and
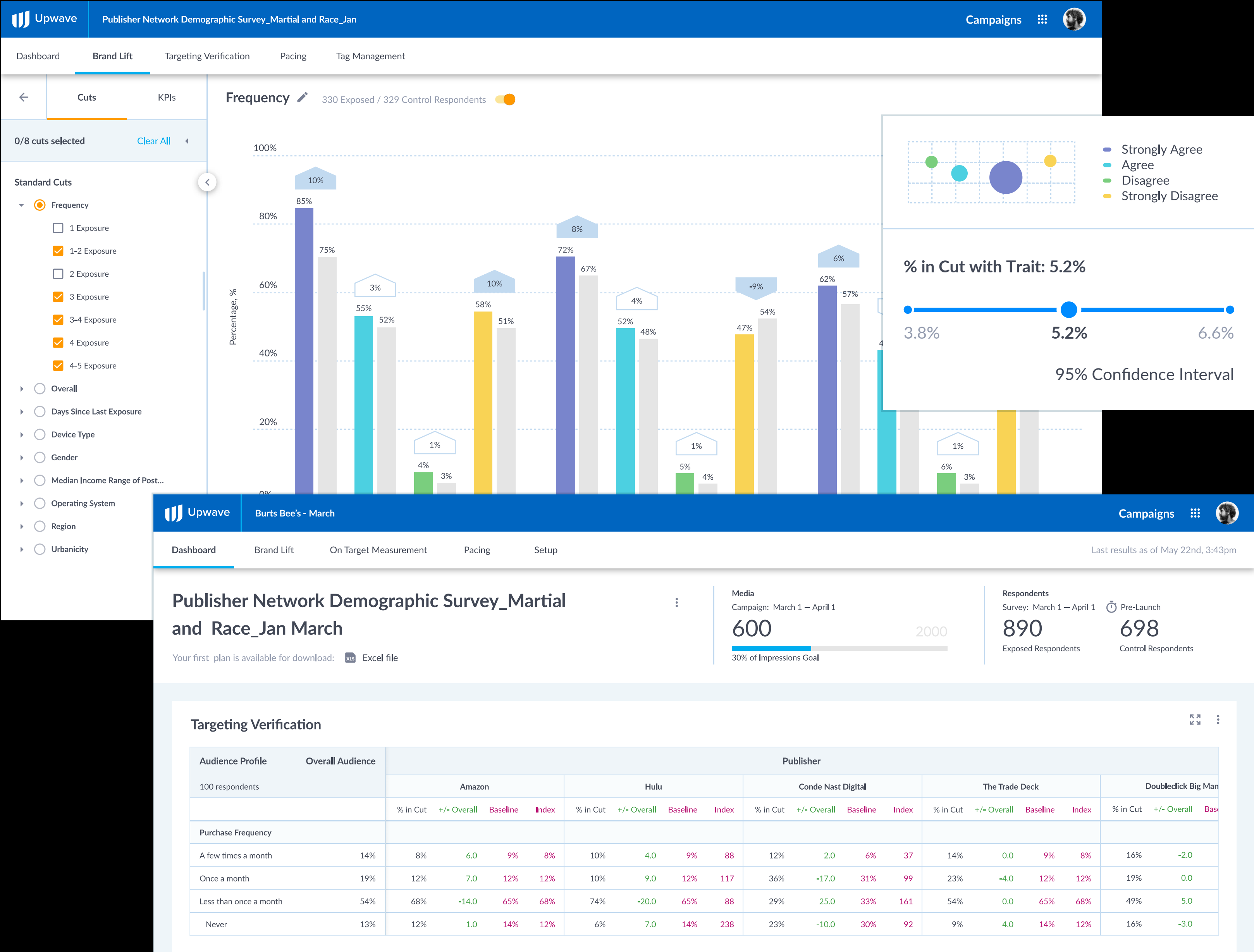thousands of clients trust
the service.
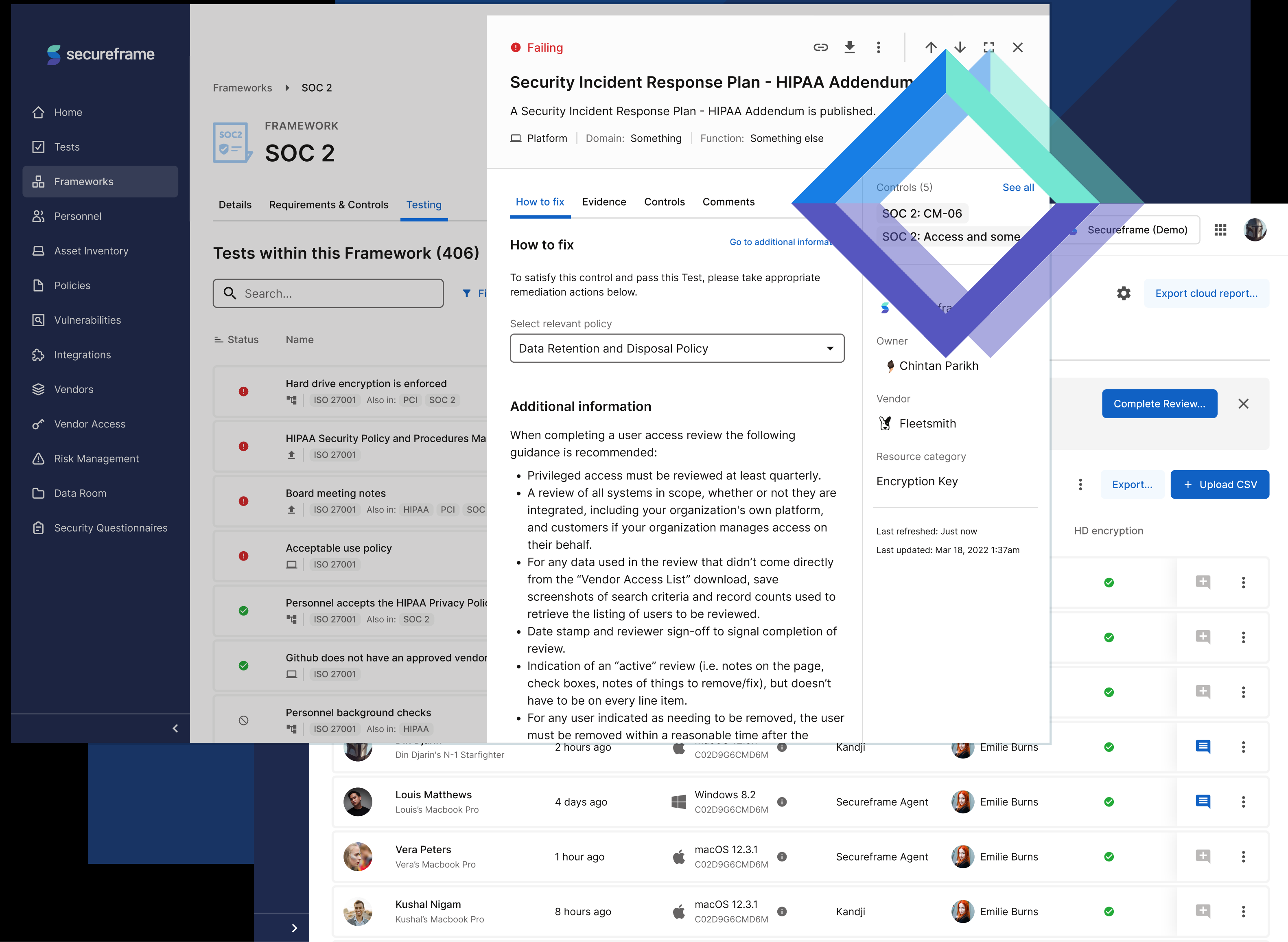
Projects

Upwave

This is the analytics platform for brand advertising.

Upwave provides a unified, cross-media solution to measure top-of-funnel, long-term brand advertising. Real-Time Dashboards, updated daily, for Digital, Social, Linear, Addressable, and CTV.

The platform contributes to making brand marketing more powerful and effective.

upwave.com

Projects

The Challenge

consisted in creating a design of the project representing data for analytics with in-depth filtering and a variety of data visualization models.

The Solution

The design system and UI/UX design have been established. The product has got features: mid-campaign reads, real-time dashboards, versatile visualizations on all hierarchy levels, and the ability to generate unique reports that allow customers to get a special slice of data.
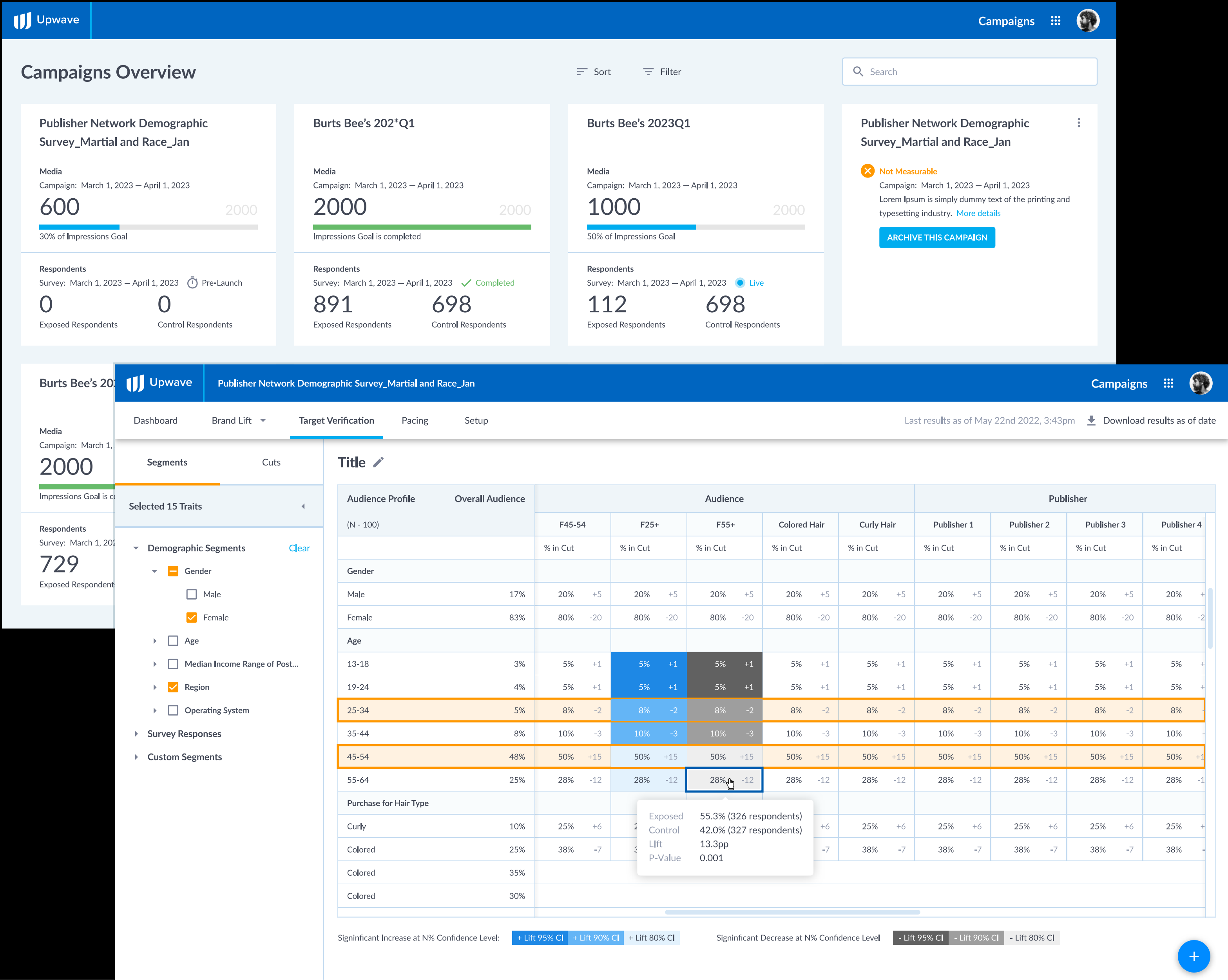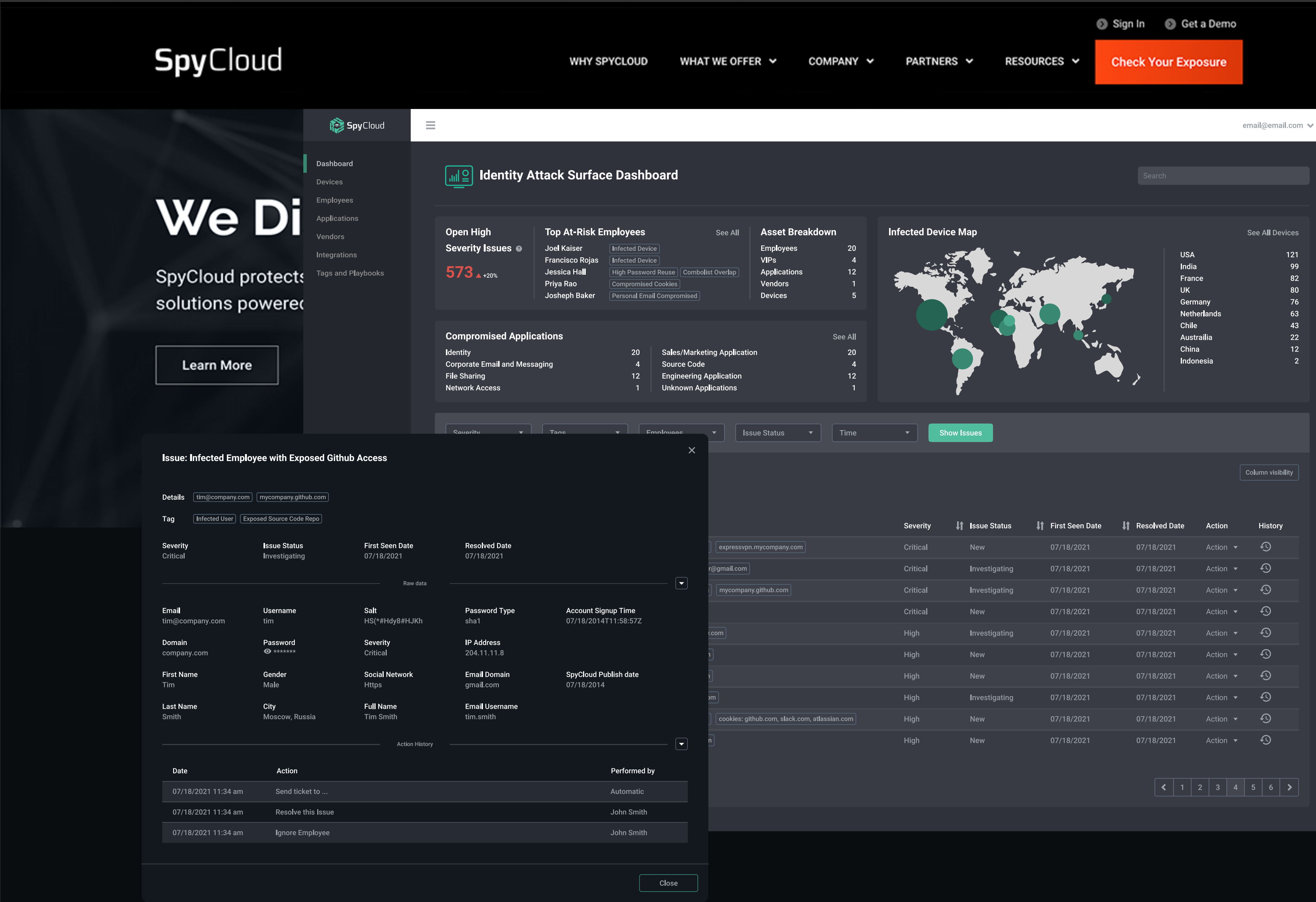
Projects

SpyCloud

Security protection solution from cyberattacks and fraud losses with solutions powered by Cybercrime Analytics.
By identifying users and applications vulnerable to malware on both managed and unmanaged devices, SpyCloud enables a more efficient and effective response to post-infection remediation.

spycloud.com

Projects

The Challenge

is to help the client to build a system of cyber security revealing unique possibilities to prevent cybercrime.

The Solution

In collaboration with the client, we designed an application to indicate different classes of security breaches and illuminate them in detail to help customers avoid data loss. The different tools help enterprises to be informed when their employees have been affected by data theft.
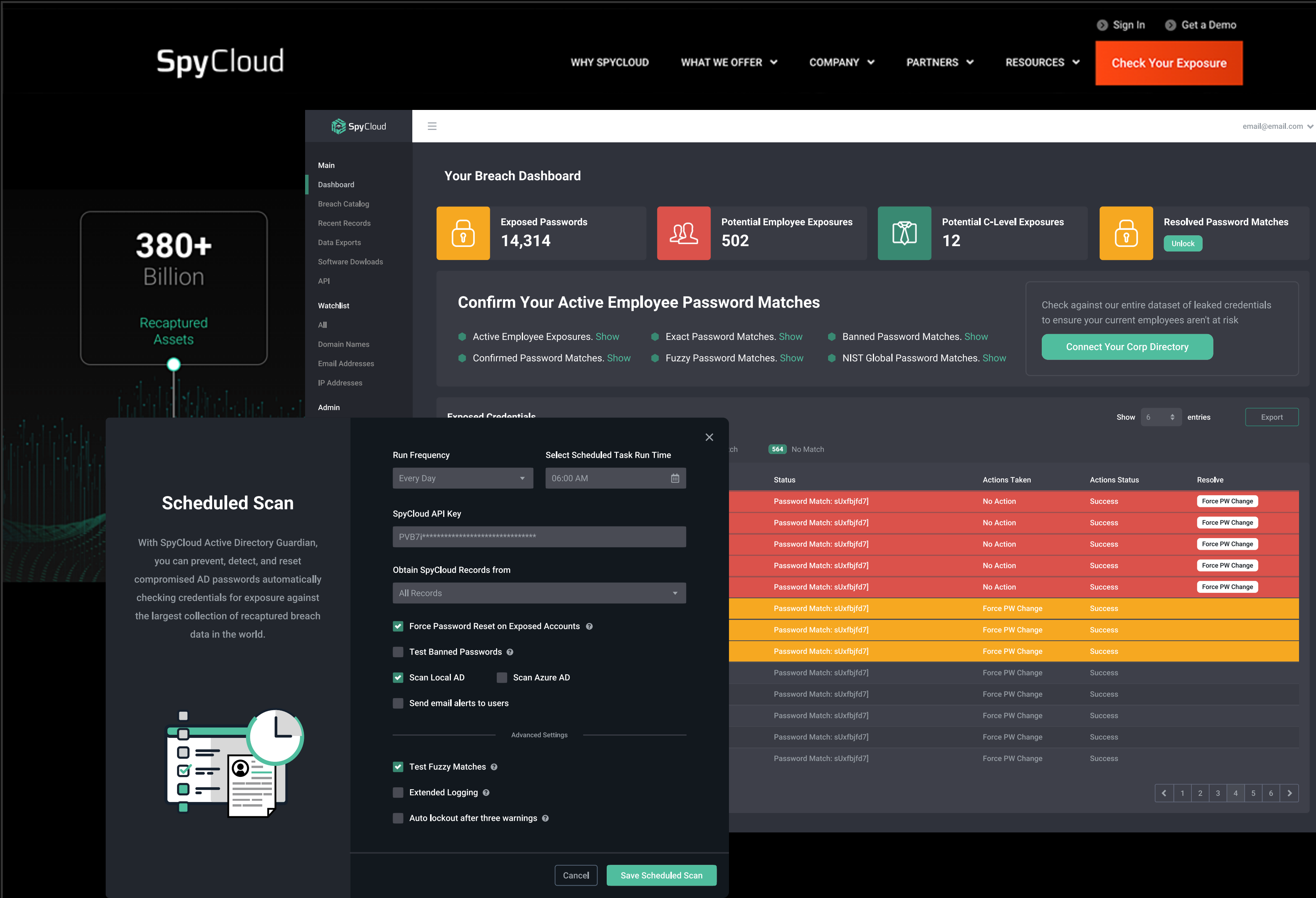
Better than users nobody can value the product, but the client's testimonials matter as well, so...

Collaboration as an outsourcing partner, that's why Boundless Bits studio is mentioned.

"The team at Boundless Bits is not only an invaluable addition to our product development team, but also a delight to work with. Their keen eye for intuitive UI regardless of industry has contributed greatly to creating products that our customers love using."

David Endler
Co-Founder at SpyCloud

"The team took our software from initial mockups to a well-designed web app in a matter of months, without compromising on quality. During 2+ years working together, they've helped us iterate quickly, think through numerous design challenges, and ultimately scale to thousands of customers and become the leading platform for security and privacy compliance."

Shrav Mehta
Founder and CEO at Secureframe

"Partnering with Ivan and his team at Boundless Bits helped us create and ship product features quickly without sacrificing good design or compromising on the product experience."

Michael Pollack
Co-Founder at Intricately

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