

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

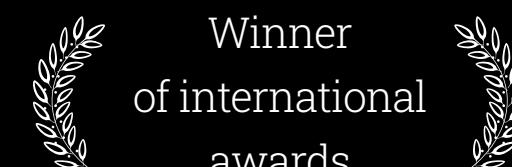
MADI Technical University

– Master's degree in Information Technology. Systems of Artificial intelligence.

– Master of Bachelor in Internet Technologies.

RealTime School

– Adobe certificate: Adobe Flash. Basics & Programming



Projects

ArincDirectSM Flight Operations System (FOS[®])

ArincDirectSM 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

Products Stellar Cloud News & Events Careers CONTACT US

Ronald Reagan Washington N110WS — Hawker 800XP

Washington D.C. area map showing locations like CAP. HILL, DISTRICT OF COLUMBIA, and SOUTHWEST WASHINGTON.

DEFINED OPTION Generated at 12:30, 22/01/18

N110WS	SFO	01	TEB	02	VNY	03	BOS	04	MIA
Model	Operator	Program	Warnings	Cost	Margin	Total Price			
Hawker 800XP	Demo Aviation	Wholesale	3	\$21,987.00	7%	\$21,987.00			

OPTION 2 Generated at 12:30, 22/01/18

N12BJK	SFO	01	TEB	02	VNY	03	BOS	04	MIA
Model	Operator	Program	Warnings	Cost	Margin	Total Price			
Hawker 800XP	Demo Aviation	Wholesale	3	\$21,987.00	7%	\$21,987.00			

OPTION 3 Generated at 12:30, 22/01/18

N13CLN	SFO	01	TEB	02	VNY	03	BOS	04	MIA
Model	Operator	Program	Warnings	Cost	Margin	Total Price			
Hawker 800XP	Demo Aviation	Wholesale	3	\$21,987.00	7%	\$21,987.00			

Collected 1 Collected

FILTERS

- Year
- Type
- Size
- Tail Numbers
- Max Passengers
- Rate Types
- Refurbish Date
- Safety Ratings
- Stops
- Amenities
- Warnings

DETAILS SELECT

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.

The screenshot displays the Stellar Flight Operations System (FOS) interface. At the top, the Stellar logo is visible, along with navigation links for Products, Stellar Cloud, News & Events, and Contact. The main area features an 'AIRCRAFT' search bar set to 'Washington' and an 'AIRCRAFT' dropdown showing 'N110WS — Hawker 800XP'. Below this is a map of the Washington, D.C. region, with a tooltip for Ronald Reagan Washington National Airport (DCA) providing details: Civil, Avgas and jet fuel, Customs, Takeoff Distance — 7000+ Ft, Landing — 7000+ Ft. The map also highlights the Pentagon. A 'SELECT' button is located on the map. To the right of the map, two flight trip cards are displayed for 'Trip #1234'. Each card includes a 'REQUESTOR' section (Jean Hoffman, Apollo), a 'PROGRAM' section (Wholesale), and a 'Flight Details' section. The first trip is from TEB (Teterboro, NJ) to BOS (Boston, MA) on 07/13/18, departing at 10:00 AM and arriving at 11:30 AM, with a 1h 30m duration and 1 stop. The second trip is identical. A 'View options' button is located at the bottom right of the trip cards. A note at the bottom states: 'that can actually be flown are quoted.'

LEG	AIRCRAFT	FROM	TO	PAX
01	N110WS Hawker 800XP	TEB Teterboro, NJ	BOS Boston, MA	11

LEG	AIRCRAFT	FROM	TO	PAX
01	N110WS Hawker 800XP	TEB Teterboro, NJ	BOS Boston, MA	11

that can actually be flown are quoted.

Available now to all US-based Stellar Cloud customers, Stellar's quoting solution is designed to supersede your current APINCDirect Flight Operations System (FOS®).

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

The screenshot displays the Secureframe platform interface, featuring a dark blue header and sidebar with a light blue main content area. The sidebar on the left includes links for Home, Tests, Controls, Frameworks (which is selected and highlighted in blue), Personnel, Asset Inventory, Policies, Vulnerabilities, Integrations, Vendors, Vendor Access, Risk Management, Data Room, and Security Questionnaires. The main content area is titled "Active Frameworks" and shows four cards: SOC 2, ISO 27001, My Custom Frame..., and another My Custom Frame... card. Each card displays a progress bar, the number of enabled tests, the percentage passing, and the counts for Passing, Failing, and At risk. Below this is a "Tests" section with a table showing four rows of test details, including status, name, owner, vendor, resource category, and type. To the right, there are several cards: "Available Frameworks" (SOC 2 Type II 67%, ISO 27001 52%, NIST 800-53 52%), "Personnel" (46 active, 90% onboarding, 12 uncategorized), "Assets" (Grand total 341, 4 unassigned), and "Integrations" (Connected and Disconnected). At the bottom, there are "Get audit ready" buttons for All, My Tasks, and Unassigned, and a "Personal" section with tasks like "Add cloud resources" and "Do this custom thing (this is a custom test)".

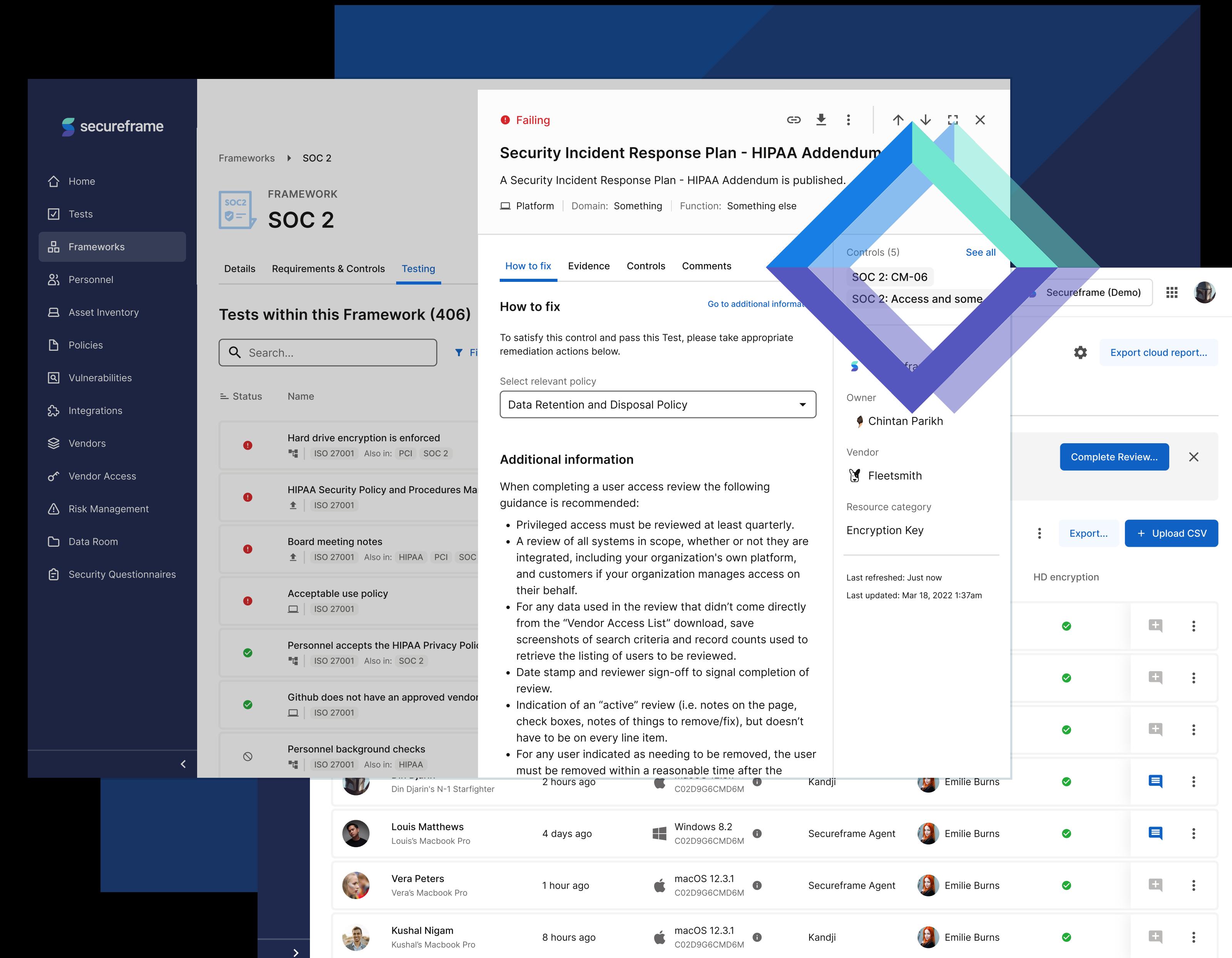
Projects

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.



The screenshot displays the Secureframe platform interface. On the left, a sidebar menu includes Home, Tests, Frameworks (selected), Personnel, Asset Inventory, Policies, Vulnerabilities, Integrations, Vendors, Vendor Access, Risk Management, Data Room, and Security Questionnaires. The main content area shows the 'SOC 2' framework details, including a 'Testing' tab and a list of 406 tests. One test, 'Hard drive encryption is enforced', is failing. The right side shows a 'Security Incident Response Plan - HIPAA Addendum' with a 'How to fix' section and a table of controls. The table includes columns for Control, Status, and Actions. The table shows several rows of data, with the first row being SOC 2: CM-06 and SOC 2: Access and some.

Control	Status	Action
SOC 2: CM-06	Not Started	Not Started
SOC 2: Access and some	Not Started	Not Started
Hard drive encryption is enforced	Failing	Not Started
HIPAA Security Policy and Procedures Manual	Not Started	Not Started
Board meeting notes	Not Started	Not Started
Acceptable use policy	Not Started	Not Started
Personnel accepts the HIPAA Privacy Policy	Not Started	Not Started
Github does not have an approved vendor	Not Started	Not Started
Personnel background checks	Not Started	Not Started

Projects

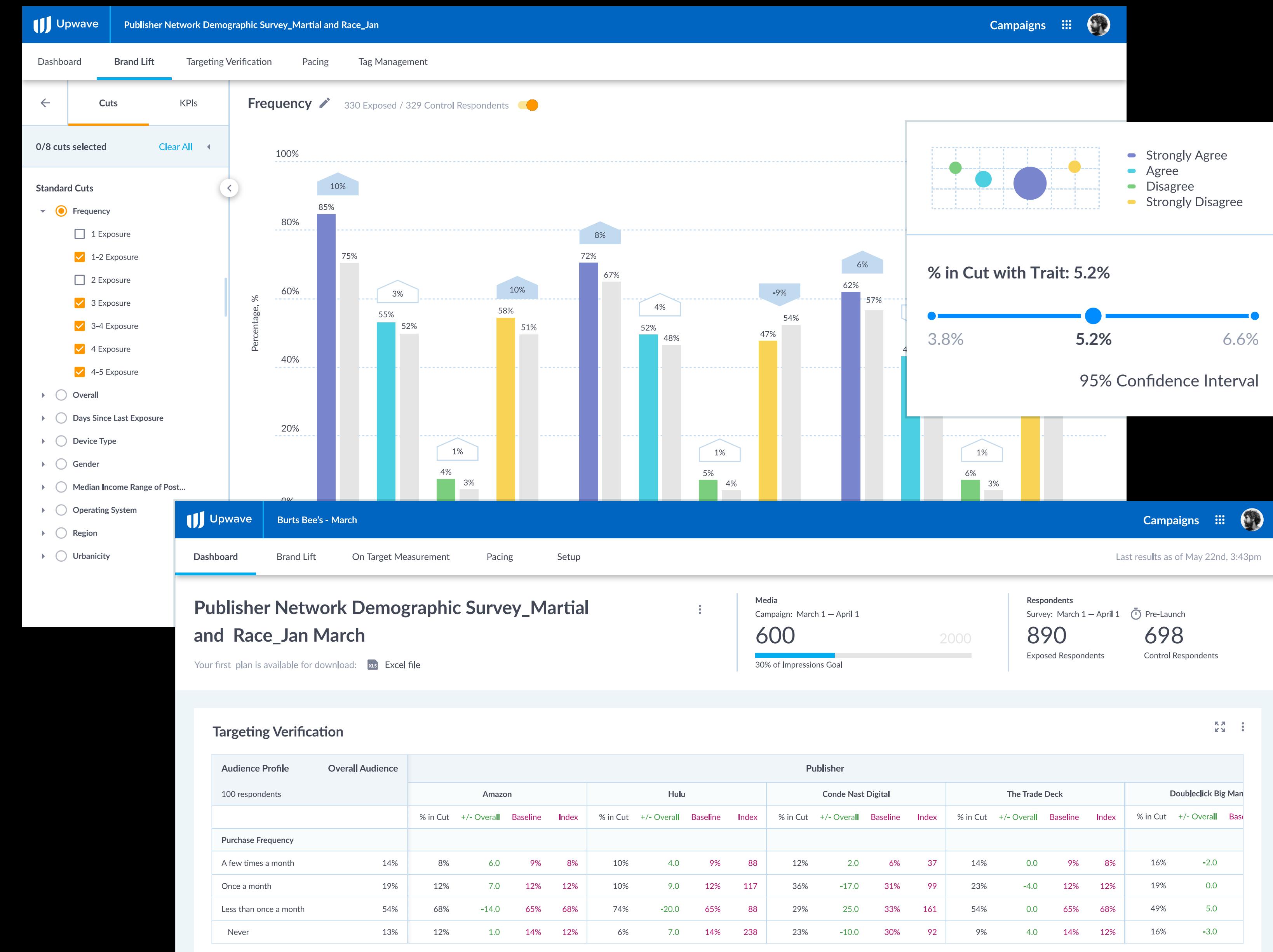
Upwave

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

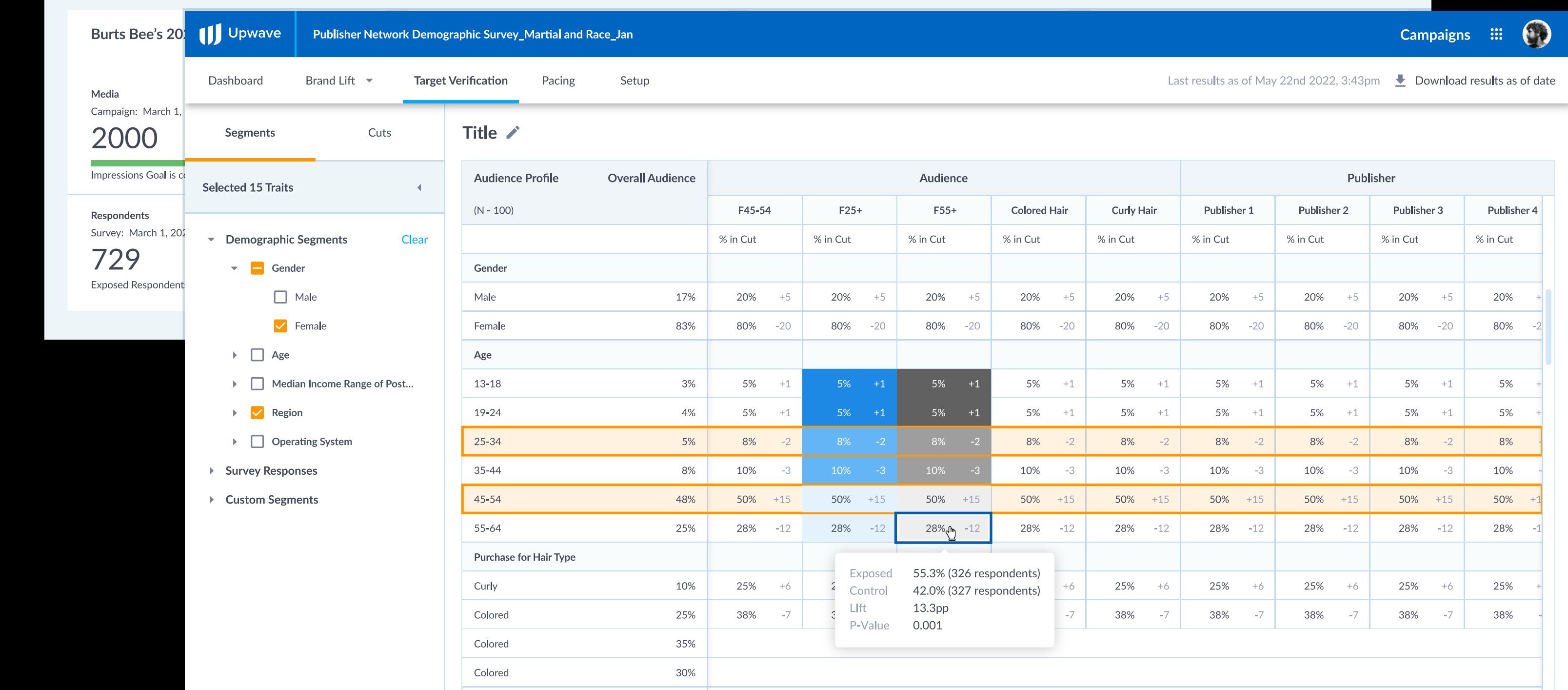
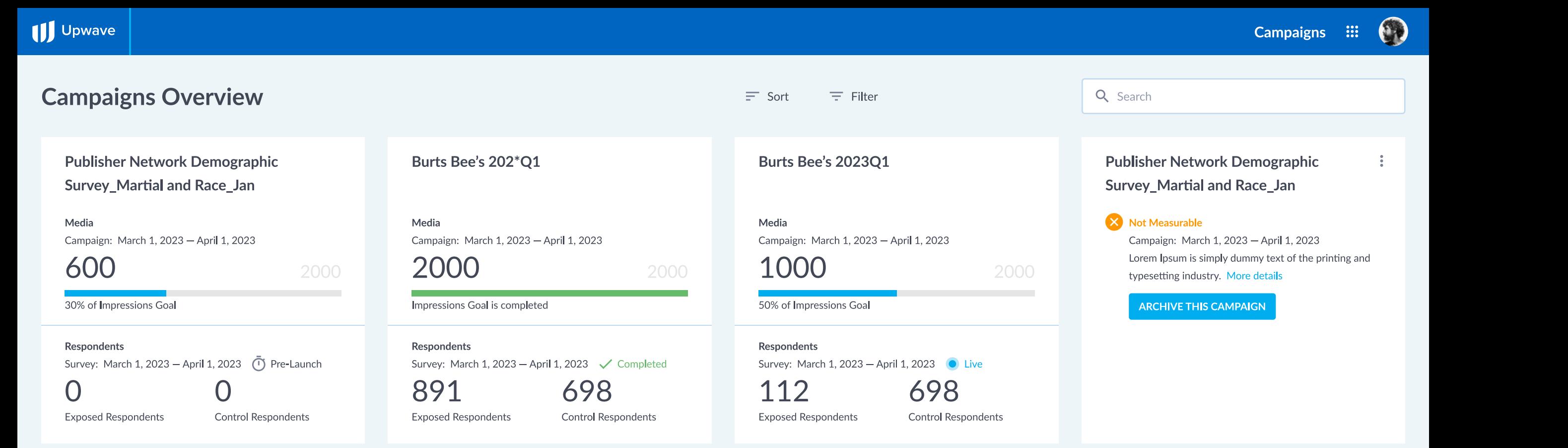
The Challenge

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](https://www.spycloud.com)

Sign In Get a Demo

SpyCloud

WHY SPY CLOUD WHAT WE OFFER COMPANY PARTNERS RESOURCES Check Your Exposure

email@email.com

Identity Attack Surface Dashboard

Open High Severity Issues 573 ▲ +20%

Top At-Risk Employees

Joel Kaiser	Infected Device
Francisco Rojas	Infected Device
Jessica Hall	High Password Reuse
Priya Rao	Combolist Overlap
Josheph Baker	Compromised Cookies
	Personal Email Compromised

Asset Breakdown

Employees	20
VIPs	4
Applications	12
Vendors	1
Devices	5

Infected Device Map

See All Devices

USA 121

India 99

France 82

UK 80

Germany 76

Netherlands 63

Chile 43

Australia 22

China 12

Indonesia 2

Learn More

Issue: Infected Employee with Exposed Github Access

Details tim@company.com mycompany.github.com

Tag Infected User Exposed Source Code Repo

Severity	Issue Status	First Seen Date	Resolved Date
Critical	Investigating	07/18/2021	07/18/2021

Raw data

Email	Username	Salt	Password Type	Account Signup Time
tim@company.com	tim	HS(*#Hdy8#HJKh	sha1	07/18/2014T11:58:57Z

Domain	Password	Severity	IP Address
company.com	*****	Critical	204.11.11.8

First Name	Gender	Social Network	Email Domain	SpyCloud Publish date
Tim	Male	Https	gmail.com	07/18/2014

Last Name	City	Full Name	Email Username
Smith	Moscow, Russia	Tim Smith	tim.smith

Action History

Date	Action	Performed by
07/18/2021 11:34 am	Send ticket to ...	Automatic
07/18/2021 11:34 am	Resolve this Issue	John Smith
07/18/2021 11:34 am	Ignore Employee	John Smith

Close

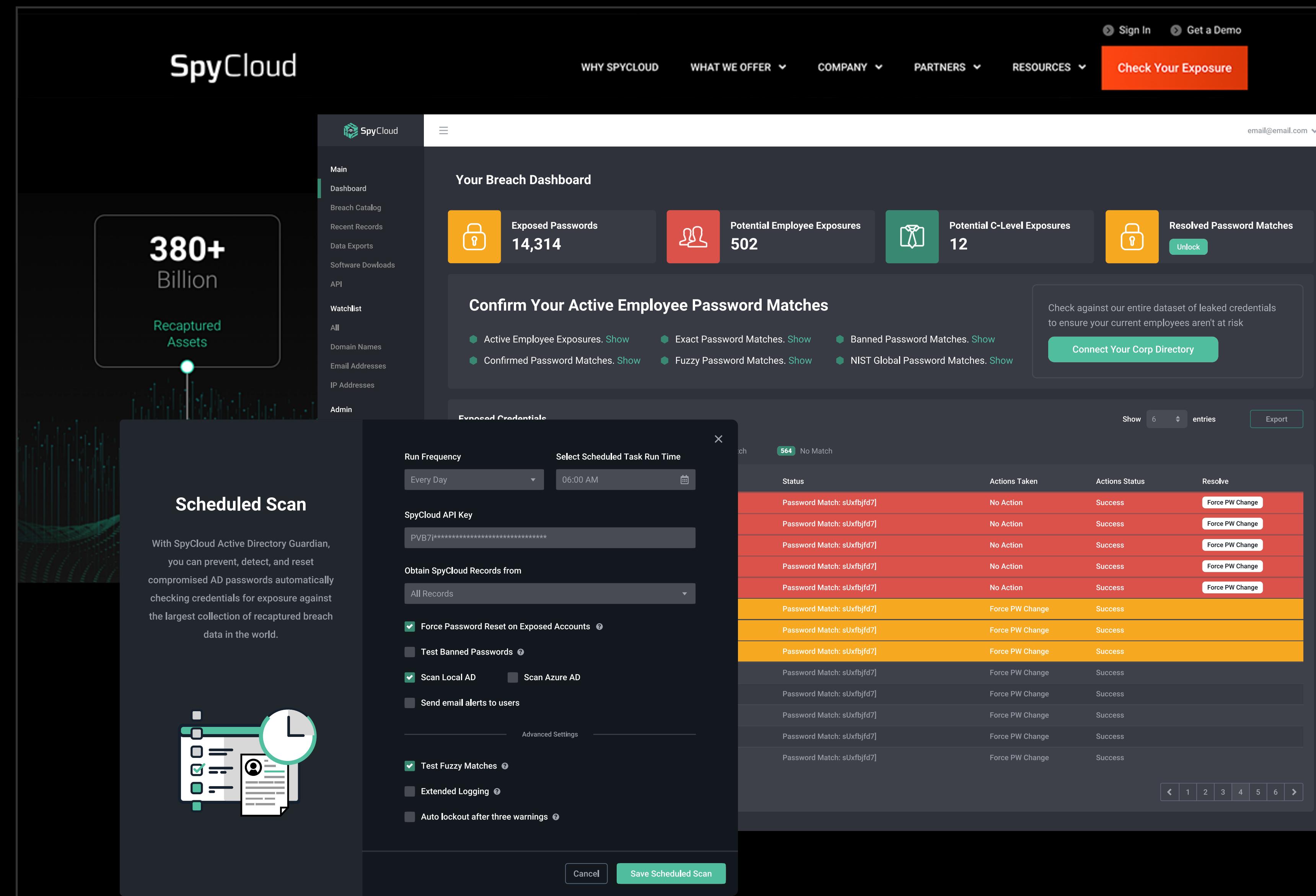
Projects

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.



The image shows the SpyCloud web interface. At the top, there's a navigation bar with links for 'Sign In', 'Get a Demo', 'WHY SPY CLOUD', 'WHAT WE OFFER', 'COMPANY', 'PARTNERS', 'RESOURCES', and a prominent orange 'Check Your Exposure' button. The main dashboard features a large 'Your Breach Dashboard' section with four key metrics: 'Exposed Passwords' (14,314), 'Potential Employee Exposures' (502), 'Potential C-Level Exposures' (12), and 'Resolved Password Matches' (12). Below this is a section titled 'Confirm Your Active Employee Password Matches' with various filtering options. A central modal window is open, titled 'Scheduled Scan', which allows users to set a 'Run Frequency' (Every Day), 'Select Scheduled Task Run Time' (06:00 AM), and 'SpyCloud API Key' (PVB7*****). It also includes a 'Obtain SpyCloud Records from' dropdown set to 'All Records', and several checkboxes for 'Force Password Reset on Exposed Accounts' (checked), 'Test Banned Passwords' (unchecked), 'Scan Local AD' (checked), 'Scan Azure AD' (unchecked), 'Send email alerts to users' (unchecked), 'Test Fuzzy Matches' (checked), 'Extended Logging' (unchecked), and 'Auto lockout after three warnings' (unchecked). At the bottom of the modal are 'Cancel' and 'Save Scheduled Scan' buttons. To the right of the modal is a table titled 'Exposed Credentials' showing 564 entries, all of which have a status of 'No Match' and an 'Actions Taken' status of 'Success', with a 'Resolve' button for each row. The table includes columns for 'Status', 'Actions Taken', 'Actions Status', and 'Resolve'.

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."



Shraw 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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