

Anton Startsev

Senior Product Designer | Complex B2B, AI & Data-Dense Products | Product Ownership | Design Systems
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Authorised to work in Portugal. Based in Porto.

PROFILE

Senior Product Designer for complex B2B, AI and data-dense products, working end to end from research and product modelling through UX/UI, design systems, prototyping and delivery. Recent work cut scientists' hands-on analysis from ~8 hours to 30 minutes, helped mortgage advisors retain ~30% more customers, and supported a national freight platform with 33k monthly users. Experience includes product ownership, design leadership and hands-on delivery with engineering.

CORE SKILLS

Product Design • UX Research • User Testing • Interaction & UI Design • AI/ML Products • Human-in-the-Loop Workflows • Product Strategy & Ownership • Data Visualisation • Design Systems • Rapid Prototyping • Figma • Design Leadership

EXPERIENCE

Senior Product Designer | EmbryonetAI

Aug 2023 - Present | Porto, Portugal / Remote | Full-time

Sole product designer for an AI-assisted scientific analysis platform, also leading product direction from discovery through production. The underlying research was published in Nature Methods and featured in Method of the Year 2023.

- Reduced scientists' hands-on time per analysis run from ~8 hours to 30 minutes by redesigning the workflow around the AI analysis technology; took the product from technology to first live experiments in 9 months.
- Architected a human-in-the-loop review flow that routes ~3-7% of results for detailed inspection, with evidence review, single-frame correction, rerun and sign-off built into the workflow.
- Created ~40 screens across three user roles, a cross-interface design system and time-series phenotyping visualisations spanning the desktop product and microscope UI.
- Conducted 35 user interviews across three product generations and helped take the platform to commercial use in 6 laboratories; the company holds ERC Proof of Concept and Nebius AI Startup grants.

Senior Product Designer & Consultant | Independent practice

Jul 2023 - Present | Porto, Portugal | Self-employed

Independent product design across fintech, education and small-business tools; shipped 10+ websites and product interfaces from problem framing to production, increasingly with AI-assisted prototyping.

US fintech - AI-powered mortgage decisioning platform

- Removed ~1 hour of manual work per advisor per day by replacing call lists assembled across disconnected systems with prioritised overnight worklists; the product is currently used by ~100 advisors at the pilot bank.
- Owned product direction and end-to-end design for a 25-screen MVP and design system, built in 3 months with four engineers and piloted at one of the largest US banks by month 7; advisors retained ~30% more customers.

Ursa School - online language school

- Raised trial-lesson attendance from ~55% to ~82% and cut support requests from ~18-20 to ~8-10 per 100 active students a month by iterating on booking, the level test and the LMS.
- Built the end-to-end experience across the marketing site, level test, desktop/mobile LMS and CRM integration.

Additional: Mentored product designers at Bang Bang Education, BHSAD and privately, increasingly on AI-assisted prototyping.

Product Designer & Founder | Portal

Jul 2025 - Aug 2026 | Porto, Portugal | Self-employed

Built and operated a 35-seat board-game cafe and events venue with 3,500 guests in year one, covered by Publico and Agenda Porto.

- Shipped the venue's digital product layer end to end using Figma, React/JS, Python and AI-assisted development: booking, events, tournament and survey pages, menu and operational tools.
- Built a participant assessment and tagging tool that scores guests across multiple criteria to support role assignment in large, multi-role events.

Design Lead & Product Owner | JSC RZD

Mar 2019 - Jul 2023 | National rail freight operator | Full-time

Hands-on design lead across four products in a 58-person innovation department, with product ownership for the B2B freight platform and leadership of a seven-person design team.

Freight client portal - web, iOS and Android

- Delivered ~250 web and ~150 mobile screens across ~50 logistics operations; the platform reached 28,000 companies and 33k monthly users and handled ~5M document-signing and certificate-request operations, including ~2.2M signed documents.
- Cut the end-to-end shipment cycle from ~30 to ~14 days by consolidating approvals and paperwork previously spread across disconnected systems; redesigned a 278-field consignment note into a guided wizard, ~4x faster to complete.
- Within two years, adoption reached 80% of the national freight market; CLV increased 10x, with 92% retention and 89% satisfaction.

Cross-platform design system

- Built ~100 master components plus dozens of product-specific composites across web, iOS and Android, using design tokens and release-based versioning.
- Partnered with a technical writer on documentation and a dedicated engineer implementing directly from Figma; adoption was enforced by automated checks before test deployment.

Research, leadership and delivery

- Ran 100+ research activities of different types to inform product and design decisions; led six designers across four products, four of them on the freight portal, working alongside ~55 engineers.
- Hired designers, ran performance reviews and promoted three designers; established the company's first Agile development unit, moving releases from 2-4 per year to fortnightly and helping deliver \$2M in cost reduction.
- Also shipped a conference platform (~40 web and ~50 mobile screens) used for 100+ events, plus internal operations and procurement products.

EARLIER EXPERIENCE

Product Designer & Interactive Media Producer - Self-employed | Feb 2013 - Mar 2019. Led a core team of four plus freelancers and delivered ~180 outputs across web, AR/VR and museum installations; ~1,000 visitors/day at museum installations and 94% client satisfaction.

Experience Designer - Fargame | Feb 2016 - Oct 2016. Created corporate training experiences for clients including Red Bull and GE Healthcare; authored 100+ scenarios, rated useful at work by 80%+ of participants.

SELECTED ACHIEVEMENTS

Top 50 of 1,300 entrants - Designflows 2025, Bending Spoons

1st place - Leadersofdigital hackathon, 2021 (150+ teams)

EDUCATION

British Higher School of Art and Design

Digital Product Design & Management | 2019 - 2020

Skoda Auto University

MA, Marketing Management in Global Environment | 2014 - 2015

Bauman Moscow State Technical University

BA, Management of Product Innovation | 2009 - 2013

LANGUAGES & TOOLS

Languages: Russian - native | English - full professional proficiency | Portuguese - A2 | Czech - limited working proficiency

Tools: Figma, Cursor, Claude, ChatGPT, React/JS, Python