

Ivan A. Annikov

Senior Product Designer

Portland, Maine

Open to remote and SF starting in 2027

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SUMMARY

Senior product designer with 12+ years in B2B SaaS. Partner with founders and product teams to turn complex problems into intuitive web applications, bringing a strategic lens from early discovery through high-fidelity UI, grounded in user needs and business objectives. Increasingly use AI-augmented workflows to deliver production-grade outputs alongside Figma — closing the gap between design and engineering.

SKILLS

DESIGN

Product Design
UX/UI Design
Interaction Design
Visual Design
Prototyping

RESEARCH & STRATEGY

User Research
Usability Testing
Discovery
Stakeholder Interviews
Product Strategy

DESIGN SYSTEMS

Component Libraries
Token Architecture
Accessibility (WCAG)
Documentation
Cross-Platform Consistency

TOOLS

Figma
Storybook
Claude Code
v0
GitHub
Notion
Linear

AI-AUGMENTED WORKFLOWS

AI-assisted prototyping
Design-to-code delivery
AI-driven component generation
Prompt engineering for design and code

Working knowledge of HTML, CSS, and React applied through AI-assisted workflows.

DOMAINS

B2B SaaS
Enterprise Software
Compliance
Cybersecurity
Aviation
Sales Automation
EdTech

EXPERIENCE

Independent Product Designer

JULY 2016 — PRESENT

Strategic product design partner to 25+ B2B SaaS startups (seed through Series B) across compliance, cybersecurity, private aviation, aviation ERP, sales automation, and EdTech. Engagements range from 0-to-1 product launches to fractional embedded design within established product teams.

- Lead end-to-end product design: discovery, user research, information architecture, wireframing, prototyping, high-fidelity UI, and design QA in collaboration with engineering.
- Architect and ship custom design systems, increasingly delivered as production-grade React components in Storybook — giving engineering teams a living component library rather than static Figma files.
- Build AI-augmented design and prototyping workflows using Claude Code, v0, and Storybook to compress the design-to-code cycle and ship interaction-ready prototypes engineering can extend directly.
- Operate as a senior IC inside cross-functional teams, partnering closely with founders, PMs, and engineering leads to align design decisions with business outcomes.

FEATURED ENGAGEMENT

Secureframe

Joined at 4 people as fractional product designer and led design through the MVP launch — a true 0-to-1 effort. Partnered directly with the founder through the first year of feature development, testing, and shipping across dashboards and core product surfaces. Continued as a long-term design partner for 2.5 years as the company scaled to 200+ employees through a critical product and market expansion phase.

Head of Product Design // LeadGenius

OCTOBER 2014 — JULY 2016 · BERKELEY, CALIFORNIA

Joined to lead product design and build out the design function. Partnered with a co-founder and the engineering team to ship web-based products for enterprise clients and internal tools used by hundreds of research professionals across the company. Hired and mentored designers as the team scaled.

Sr. Interface Designer // Kabuto

MAY 2013 — SEPTEMBER 2014 · MOUNTAIN VIEW, CALIFORNIA

Led UX and interface design for the first versions of the Android mobile app, working closely with the VP of Design and engineering. Collaborated with the lead iOS designer to maintain cross-platform consistency with the primary web app. Also contributed to web app UX, Chrome extension, and Google Play store launch. Helped interview, onboard, and mentor new design hires.

EARLIER EXPERIENCE

Sr. Visual Designer, IMVU

March 2012 — May 2013

Design Consultant, GrowMobile

September 2012 — December 2012

Sr. Designer, Internap

August 2008 — May 2010

Founder & Designer, Foundation One Studios

January 2003 — June 2008

EDUCATION

Maastricht University — Master's Programme in Marketing

2010 — 2011

Oglethorpe University — BA, International Studies and Communications

1995 — 1999