Roman Kovbasyuk

Lead Product Designer · B2B SaaS & AI products

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SUMMARY

Lead Product Designer with 15+ years in B2B SaaS, enterprise and AI products, including regulated pharma. Covers the full path from product strategy, discovery and user research through UX/UI design and design systems to working code built with AI-assisted development. Builds and leads design teams and works directly with founders, product managers and engineers. Founded and ran a design studio for 16 years.

SKILLS

Product design & product strategy
UX design & UI design
Interaction design
User research & usability testing
Wireframing & prototyping
Information architecture
Design systems & design tokens
Accessibility (WCAG 2.2)
AI product design & agentic UX
Design-to-code (AI-assisted development)
Conversion-focused flows & forms
Survey design
Web & brand design
Design leadership, mentoring & critique
Cross-functional collaboration
Stakeholder management

TOOLS

Figma · FigJam · Miro · Adobe Creative Cloud · Claude Code · Codex · HTML/CSS · JavaScript · React · Google Cloud (Agent Development Kit, Cloud Run) · Firebase

INDUSTRIES

Pharma & healthcare · B2B SaaS · Enterprise · Rail, travel & hospitality

EXPERIENCE

Design Lead — Capptoo Group / Screver

Zurich · 2019–present

- First product designer at Screver, an AI Voice of Customer platform used by 50+ enterprises, including MSD, Novartis and CSL, across 40+ markets.
- Defined the product concept and designed the end-to-end UX/UI, then the website and the brand.
- Designed AI-native features: agents that catch risk signals such as safety, churn and complaints and route them to the team that can act.
- Designed for a heavily regulated pharma context, with survey design for higher completion rates and a complex enterprise design system.
- Built and led a team of 5 designers across product, website and brand, owning hiring, mentoring, critique and quality standards.
- Worked with product and engineering on priorities, interface states and implementation.

Independent Product & AI Design Consultant

Contract · 2025–present

- CommsIQ: shaped the product strategy, designed the UX/UI and built the MVP of an agentic, multi-agent AI platform for pharma marketing content, on Google Agent Development Kit with AI-assisted development.
- Integrated third-party generative AI for video and visuals into the content workflow.
- Advise Swiss startups on product discovery and UX, and review requirements and supplier proposals before build to prevent costly rework.

Founder & Lead Designer — Crisp Studio

Zurich / Remote · 2008–2024

- Founded and ran a product design studio for 16 years, leading a team of 5 designers.
- Designed B2B and enterprise products, design systems, websites and brand identities for Swiss and international clients.
- Glacier Express: led design of the website, a conversion-focused ticket booking flow and the Excellence Class microsite for Switzerland's iconic panoramic train.

Selected clients: Novartis, Roche, Bayer, MSD, Hexagon, Matterhorn Gotthard Bahn, MOB, Glacier Express, CAMAG

SELECTED WORK

Brutalist — agent-first design system
Built in code for teams that design with AI agents: 98 components, 35 blocks, 25 screens.

EDUCATION

MSc Computer Science, Sumy State University

LANGUAGES

Ukrainian (native) · English (C1) · German (B2)