

ILYA CHE

Founding Product Designer with 10 years of experience in startups (healthcare, SaaS, fintech, B2B). Skilled in mobile/iOS design, coding with SwiftUI, and shipping 0→1 products.

WORK EXPERIENCE

Solo Maker

Own projects (Sep 2024 – Present)

Healthcare Nutrition Mobile Coding AI OCR API 0 to 1

- Foodpedia iOS app to promote healthier eating (on App Store).
- Junk Off iOS app to quit junk food (on App Store).
- MacOS app for App Store research with AI analysis (beta testing)
- Food-tacking app with voice input using Whisper AI (developing)

Product Designer

Kyla (Action Urgent Care clinics) (Jul 2022 – Aug 2024)

Healthcare PHM Mobile Medtech AI Appointments Anti-Aging Labs

- Projects: Mobile app for patients, PHM for doctors, AI scribe tool for providers.
- Booking lift: Appointments ↑627% in 2y. Check-in ↑51%.
- Retention: 2nd appt retention ↑200%, 3rd appt ↑600% (30d).
- Design system: Built DS for app + PHM web, ↑design efficiency.
- Drop-offs: Payment drop-off ↓17%, insurance flow ↓25% (user research + A/B).

Founding UI/UX Designer

ProofSpace (Feb 2020 – Mar 2022)

Digital Identity Startup Blockchain Marketplace B2B COVID 0 to 1

- Designed a B2B web platform and a mobile app for managing verifiable digital credentials, which helped the company to start selling the product on the market. The designed products enabled the company to achieve a 200% revenue growth.

Product/UI/UX Designer • iOS Developer

Freelance (Apr 2017 – May 2021)

Fintech Startup SaaS E-commerce Medical Billing Telecom Blockchain

- Various mostly mobile iOS-based projects for clients: app for tracking finances (20,000 downloads with 3% user-to-customer conversion rate); app for doctors to scan labels; calling app and other.

Founding UI/UX Designer

Leantegra (Now 2014 – Mar 2017)

Internet of Things Startup B2B SaaS PaaS Big Data 0 to 1

- Designed a B2B web platform for beacon deployment and location analytics, enabling the business to acquire over 30 customers across 13 countries (US, UK, UAE, Qatar) and secure \$3.1M in funding.

CONTACTS

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DESIGN SKILLS

- Design Strategy
- User Research
- Wireframing
- Prototyping
- Design Systems
- Mobile app Design
- Web App Design
- Product Analytics

TECH SKILLS

- SwiftUI/Swift
- API
- OCR
- AI Agents

TOOLS

- Figma
- Xcode
- TestFlight
- GA4
- Firebase
- LLM/AI
- App Store Connect
- Maze
- Notion
- Linear
- Rotato
- CapCut