ILYA CHE

Seasoned founding designer with 10 years of experience building complex SaaS, B2B, and mobile solutions. Skilled at coding iOS (SwiftUI) and shipping 0-to-1 products, helping startups scale through user-centered design and data-driven problem solving.

WORK EXPERIENCE

Solo Maker
Own projects (Sep 2024 – Present)

Healthcare   Nutrition   Mobile   Coding   AI   OCR   API   0 to 1

- Designed, created content, developed, and launched two iOS native apps: Junk Off to quit junk food and Fooodpedia to promote healthier eating. Currently working on the macOS app for researches.

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

Healthcare   PHM   Mobile   Medtech   AI   Appointments   Anti-Aging   Labs

- The new app design increased the average number of monthly appointment bookings through the app by 627% in 2y; increased the consultation check-in rate by 51%.
- Led user and data research that uncovered design issues and cut booking drop-offs (-17% in payments, -25% in insurance).
- Improved the UX for the patient health management portal for doctors.

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 (developed, in testing); calling app and other (released).

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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SKILLS

- Requirements gathering
- Design strategy
- User research
- Wireframing
- Interactive prototyping
- Mobile app design
- Web design
- SwiftUI/Swift
- HTML/CSS/JS
- AI Agents
- MCP
- API
- OCR

TOOLS

- Figma (+MCP)
- Xcode
- TestFlight
- Cursor AI
- GPT
- App Store Connect
- Maze
- Notion
- Linear
- Rotato
- CapCut