ILYA CHE

Product Designer with 10 years building and scaling products across startups (healthtech, SaaS, fintech, B2B). Combines UX, SwiftUI, and AI to ship 0 to 1 mobile and web experiences. Authorized to work in the US.

WORK EXPERIENCE

Product Designer - Healthtech/Al

Kyla Clinic | US | Remote | 50-200 employees | Jul 2022 - Aug 2024

- Projects consumer app, EHR for doctors, Al scribe tool for providers.
- Redesigned booking appointments up 627%, check-in up 51% (in 2 years).
- Improved retention through UX 2nd appt retention up 200%, 3rd appt up 600% (30d).
- Design system from scratch built for patient app + EHR web (up design efficiency).
- Reduced drop-offs through UX research payment down 17%, insurance down 25%.
- Partnered with PMs and co-founders on requirements, OKRs, and priorities; collaborated with clinicians for user feedback, and devs/QA on design-to-dev handoff and fixes.

Founding UI/UX Designer - Digital ID/Blockchain

ProofSpace | US | Remote | 10-20 employees | Feb 2020 - Mar 2022

- Designed a B2B2C digital-credential platform that drove the Hunter School COVID project and helped ProofSpace grow revenue by 200% in 2024, securing clients like Socious, Seedstars, and eRevMax.
- Collaborated with CTO, CEO on product requirements and discovery; PM on UX research.

UI/UX Designer – Medical Billing/Fintech

Contracts | US-Canada-Ukraine | Remote | 10-50 employees | Apr 2017 - May 2021

- Designed a private medical billing iOS app for doctors (Calgary clinic) 80% reduction in claim processing time per week (4h now less than 1h).
- Redesigned a fintech iOS app for tracking finances 20K+ downloads with 3% user-to-customer conversion rate.
- Improved online marketing web platform for e-commerce (NYC) through UX + created a design system.

Founding UI/UX Designer - Internet of Things

Leantegra | US-Ukraine | Hybrid | 50-200 employees | Nov 2014 - Mar 2017

- Owned end-to-end design for a B2B SaaS web platform for beacon deployment and analytics — helping the team acquire 30 customers across 13 countries (US, UK, UAE, Qatar) and secure \$3.1M in funding.
- Worked closely with Product Owner and Business Analyst on UX and user stories, CMO on mobile sandbox apps; and engineers/QA on design-to-dev handoff.

INDIE SOLO PROJECTS

Product Designer / iOS Developer - Healthtech/Al

Own projects | US | Sep 2024 - Present

- Designed, created content, set APIs, engineered native iOS/macos apps, and published on App Store/Web.
- DataSightly Al-powered web-based dashboard to explore financial data easily.
- <u>Fooodpedia</u> app to promote healthier eating (5K+ downloads, 4.7, featured on Youtube as "Yuka for natural foods").
- Insightor macOS app for App Store research with Al analysis.
- <u>CalTalk</u> iOS app for calorie tracking using natural voice input and Al.

CONTACTS

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New Jersey, US

SKILLS

- Design Strategy
- UX Research
- Wireframing
- Prototyping
- Usability Testing
- · Interaction Design
- Design Systems
- Mobile App Design
- Web App Design
- Product Analytics
- · SwiftUI/Swift
- iOS Development
- · API
- React
- · HTML/CSS
- Voice UX/AI

TOOLS

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