Dima Trubnikov

Principal Product Designer · Design Lead

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Summary

18+ years in product design. I lead design teams and stay hands-on: complex enterprise workflows, information architecture and design systems for B2B, IoT and healthcare products. I run stakeholder workshops and plan user research. I owned a design department's P&L, staffing and hiring, and build my own products by directing AI coding agents through specs, reviews and acceptance checks.

- Top design role at Softeq for nine years; in 2022–2024 also Resource Manager for 10 designers, owning the unit's P&L, staffing and hiring.
- Sole product designer on the G.J. Gardner Homes ERP: about 520 screens moved from desktop to web and cloud.
- Designed and published seven iOS apps as founder, directing AI-assisted implementation.

Skills

DESIGN LEADERSHIP
Hiring and mentoring, one-to-ones, skills matrix, departmental P&L, resource planning, DesignOps and process automation.

PRODUCT DESIGN
Enterprise UX, information architecture, stakeholder workshops, user research planning, accessibility (WCAG), HIPAA-compliant UX, prototypes.

DESIGN SYSTEMS
Reusable and versioned systems, light/dark UI kits, Figma components mapped to existing code controls.

AI PRODUCTS & AI-ASSISTED DELIVERY
Voice and streaming states, on-device AI, directing AI coding agents, MCP-based agent workflows.

Experience

Orangesoft · Principal Product Designer — Mar 2026 – Present

- Caily: recovered a senior-living communication platform after two stalled years. Simplified the product and design system; reworked IA, permissions and resident-linked communication to HIPAA and accessibility requirements. Launched within two months of my joining.
- AI sports coaching (confidential): leading design recovery of about 18 months of legacy work. Aligned flows with API capabilities; designed voice-coaching states, streaming and edge cases, plus the marketing website.

Softeq Development — Oct 2016 – Feb 2026 · 9+ yrs

First product designer on an ERP project; top design role in the company from 2017.

Design Lead and Resource Manager for Design — Sep 2022 – 2024

Reported to the Resource Director; team of up to 10 designers.

- Owned department P&L, staffing, utilisation, hiring and development budgets. Departmental P&L in company BI moved from −27% in 2022 to +32% in 2023.
- Led salary reviews, training budgets, weekly one-to-ones and development plans; used a skills matrix to grow designers into senior and lead roles.
- Moved design estimates from presales to the designers doing the work and reused earlier project work and open-source design systems: against past projects, a typical design phase fell from about 5–7 to 2–3 sprints, with estimates close to actual effort.
- DesignOps: automated resourcing and delivery processes company-wide.

Design Lead — 2017 – Sep 2022 and 2024 – Feb 2026

- Hands-on design and people management: hired and mentored; ran stakeholder workshops with enterprise clients and startups; planned user research (agenda, test scope), assigned designers and BAs, synthesised findings; built prototypes for client evaluation.

Softeq · Hands-on product design — Oct 2016 – 2019

- G.J. Gardner Homes ERP: sole product designer moving a Delphi desktop system to web and cloud. Rebuilt the interface and design system across about 520 screens: builder, supplier and customer portals, estimating, price books, sales, warranty, accounting sync.
- jDisc Discovery: moved network-discovery workflows from desktop to web; light/dark UI kits and guidance that engineers kept extending in Angular without a designer.
- Lenovo Deployment Assistant: interviewed IT administrators; designed an automation-first SCCM deployment wizard; mapped Figma components to Fluent/WPF controls.
- Halo Collar: mobile and admin portal with hardware and ML engineers; onboarding cut from 15 minutes to under two.
- EIT: offshore-equipment procurement around designed, requested and agreed values, with deviation flags and recalculated costs.

Independent Product Studio · Founder & Product Designer — alongside employment

Own products built with AI coding agents; I own product direction, UX and release decisions.

- iOS apps: designed and published seven, including CycleCare and RelaxColors. For CycleCare, defined device-only health-record storage and explainable calculations.
- Orbit: internal AI-agent coordination platform on MCP/API: delegation, reusable modules, verification. Working local prototype.
- Offline AI: Camera & Chat: on-device AI app; a version submitted for App Store review.
- Tasogare Ichi: product and art direction for a game with a public web demo and an iOS TestFlight build.

415 Agency · Design Lead — 2013 – 2016

Design studio set up by a Polontech founder for growing design demand. First designer in a 15+ person studio; built the design team from scratch to seven.

- Hired middle and senior designers, introduced delivery processes and one-to-ones, ran projects and client relationships.
- Fintech: point-of-sale and payments platform from concept to acquisition in 12 months.

Polontech · Lead UX Designer — 2012 – 2013

- Designer at an outsourcing firm; design demand grew until a founder set up 415 Agency.

WareCorp · Senior Product Designer — 2008 – 2012

- Only product designer on the company's own social network (~$1M investment); versioned design system in 2008; hired and mentored a designer within six months.

Consulting — concurrent, sole proprietor

- AETSoft · 2018 – 2023: UX strategy and design for a German fintech startup, from blockchain payments to a consumer mobile app. Consulted prospective clients in presales, helping the company win $2M+ in contracts.
- Axamit · 2014 – 2020: cross-platform car marketplace, 1,100+ listings from 220 dealers.

Education — Specialist Diploma in Radio Engineering (five years) · Belarusian State University of Informatics and Radioelectronics

Languages — English (professional working proficiency) · Russian (native) · Belarusian (native)