

Evgenii Cheremnykh

Founding Designer at Namespace

evche@isopussi.com

Design Leadership & Hands-on Execution

Multidisciplinary Designer with 16+ years of experience across B2B SaaS, AI-powered products, cloud platforms, and enterprise systems.

Delivered 50+ product initiatives for companies including Aiven, Finnair, Wolt, Telia, Futurice, and early-stage startups — focusing on complex workflows, developer tools, AI-assisted experiences, and scalable design systems.

Strong background in data-heavy interfaces, automation, AI-integrated workflows, and technically complex products requiring close collaboration with engineering and product teams.

Core competences

- Product strategy & prioritization
- Complex workflows & data-dense UX
- AI/ML-powered features & intelligent interfaces
- End-to-end product design (research → delivery)
- Design systems at scale (tokens, components, governance)
- Cross-functional collaboration (PM, Eng, Data, Leadership)
- User research & continuous validation
- Rapid prototyping & iterative development
- Leading and mentoring design teams

Key achievements

- Led and mentored design initiatives across teams totaling 40+ designers
- Built and scaled 4 design systems across enterprise and startup products
- Increased core product engagement by 30% at Aiven
- Reduced frontend development time by 25% through design system improvements
- Helped achieve the highest NPS among Finnair digital products
- Increased Finnair mobile app retention by 20% after redesign

Professional experience

Namespace — January 2025 – Current

Founding Designer/ Open contract

Shaping the product, design system, developer experience, and brand foundations across platform UX, onboarding, and scalable design infrastructure for a developer-focused platform.

BetBoom Team — Nov 2024 – Nov 2025

Design Lead / Contract

Leading the design direction for BetBoom Team (DOTA, CS, PUBG)
- Led design direction across brand, product, content, and merchandise for top esports teams.
- Built and mentored a multidisciplinary team; introduced quality and communication standards.
- Rebuilt brand identity and multi-channel communication system.
- Optimized internal workflows, reducing asset production time by ~30%.

Aiven Oy — Apr 2020 – Jul 2024

Staff Product Designer

- Owned design for the Aiven Console — a complex, data-heavy platform for engineers.
- Led creation of the Design System adopted across teams, decreasing development time by 25%.
- Delivered UX improvements that increased product engagement by 30%.
- Designed multi-cloud flows, integrations, monitoring dashboards, and infrastructure management UI.
- Contributed to hiring, onboarding, product rituals, and design culture as the first Staff-level designer.

Finnair Oy — Sep 2019 - Apr 2020

Lead Product Designer (Mobile Lead)

- Led the redesign of the Finnair mobile app — reached highest NPS across all digital products.
- Contributed to the global rebranding effort with external agencies.
- Delivered UX and structural improvements that increased retention by 20%.
- Managed internal design team and collaborated with engineering, commercial, and brand teams.

Wolt — Jan 2019 - Aug 2019

Lead Product Designer

- Led UX for the iOS consumer app used by millions monthly.
- Maintained and evolved the design system for consistency across markets.
- Contributed to Wolt's updated design language and rebrand.

Telia Finland — Jul 2018 – Jan 2019

Visual Design Lead

- Initiated and led development of Telia Finland's design system (later adopted internationally).
- Built and managed a combined team of designers and developers.
- Delivered hands-on UX/UI for core Telia apps, websites, and media platforms.

Exsportia LTD — Jun 2019 – Aug 2020

Design Lead

- Led UX/UI for marketplace, app, and CMS; managed designers; improved delivery flow.

Liirn — 2019 – 2021

Chief Design Officer

- Built and led the full design function (UX, UI, brand).
- Delivered multiple product verticals from idea to launch.

Tattoodo — Jun 2019 – Aug 2020

Lead Product Designer

- Led redesign of app & website; delivered full rebrand; improved UX consistency.

Space Nation — Jun 2017 – Jun 2018

Lead Designer

- Led product and visual design for mobile, web, and media platforms.
- Improved onboarding and engagement through structural UX enhancements.

Futurice — Jun 2017 – Jun 2018

Senior UX Designer

- Led product and visual design for mobile, web, and media platforms.
- Improved onboarding and engagement through structural UX enhancements.

Elisa — Nov 2014 – Nov 2015

Senior UX Designer

- Led UX for Elisa Live and Elisa Kirja; optimized flows for millions of users.
- Improved design system consistency and adoption across product teams.

Investorlift — Sep 2022 – Feb 2025

Chief Design Officer

- Owned product strategy for marketplace, mobile app, and seller-side tools.
- Oversaw product execution, UX quality, and design organization.

Freelance Consultant — 2014 – Present

Delivered UX and product design for startups and enterprises:
FIBA, Ilta-Sanomat, Taloussanomat, Exsportia, Tattoodo, and others.

EDGENCY
UX Lead
Nov 2013 - Apr 2014

Ailove (Hakuhodo Int)
Digital Art Director
Jul 2011 - Nov 2013

Finam Group
UI/UX designer
Feb 2011 - Jun 2011

Deasign
Web Designer
Aug 2010 - Feb 2011

Cakelabs Ltd
Web Designer
Jun 2009 - Apr 2010

Internet-center
Web Designer
Oct 2006 - May 2009

Education

Peter the Great St.Petersburg Polytechnic University
Information security

Delivered UX and product design for startups and enterprises: FIBA, Ilta-Sanomat, Taloussanomat, Exsportia, Tattoodo, and others.

2008 – 2010

GOU SPO Petrovsky college

Computer Software / Engineering Grade Programmer

2003 – 2008

GBOU High School № 553 English specialized

Secondary education

1995 – 2003

Moscow Digital Academy

Lecturer

Nov 2015 - Apr 2020

In my capacity as a lecturer at
M-D-A, I have had the privilege of delivering a series of engaging and informative lectures on the design of mobile applications, imparting valuable knowledge and insights to aspiring designers and professionals.

Core skills

User Experience (UX) • Design Strategy • Product Management • Design Leadership • Design Systems • Visual Design

Tooling

Design & Prototyping
- Figma
- FigJam
- Framer
- ProtoPie
- Principle

Product & Collaboration
- Linear
- Jira
- Confluence
- Notion

AI Tools
- Claude
- Figma AI
- Cursor
- GitHub Copilot
- Gemini
- Notion AI
- ChatGPT

AI Capabilities
- AI-assisted UX
- LLM-driven workflows
- Prompt engineering
- Semantic search (embeddings, RAG)
- Intelligent automation

Analytics
- Amplitude
- Mixpanel
- Google Analytics

Technical Understanding
- Design tokens
- Component architecture
- Frontend constraints (React, CSS logic)