



# Anton Ivanchenkov

## Product Designer

I design complex flows: customer and broker portals with roles, statuses and edge cases, plus token-based design systems. I prototype in code with Claude Code, so ideas get tested as working interactions.

[t.me/vavif](https://t.me/vavif)

[vavif.vercel.app](https://vavif.vercel.app)

[ivanchenrovam@gmail.com](mailto:ivanchenrovam@gmail.com)

[+381 63 7541 219](tel:+381637541219)

### Experience

Designing since 2022

### Idaproject

Product Designer  
Feb 2026 – present

[idaproject.com](https://idaproject.com)

### Customer portals

Designed large buyer and broker portals for property developers: deals, bookings, roles, statuses and all screen states, from information architecture to user flows.

Benchmarked developer websites, banks and property services to build on patterns users already know.

Maintained and extended design systems on tokens and Figma variables: components, variants, states, developer handoff.

### Prototyping in code

Saved a developer about 4 days: on my own initiative, designed the interaction for a page of the company's own website and built it in code: animations, states, transitions and mobile. It shipped to production almost as-is.

Built presale demo stands and concept websites with Claude Code and Cursor to sell concepts to clients.

Prototyped animations and interactions in about 10 minutes to answer client questions, so there was no need for separate motion mockups.

### AI automation

Cut a designer task from 8 hours to 1: built an AI pipeline that assembles a project design system, leaving the designer only the review.

### Concepts and client work

Designed website concepts for residential developments; presented and defended them to clients through review rounds with the art director and senior designers.

### Opencore

UI/UX Designer  
Mar 2024 – Jul 2025

[opencore.pro](#)

### Websites and design systems

Designed 10+ websites from concept to implementation  
QA: corporate, e-commerce, agency sites and customer portals.

Built design systems (components, variables, documentation), handed designs off and checked the implementation.

Built Webflow sites with custom animation and JavaScript; made UI motion in After Effects.

Presented and defended concepts to B2B clients; mentored a junior designer.

### Ketom Digital

Product Designer  
Aug 2023 – Feb 2024

[ketom.digital](#)

### Mobile products

Designed iOS apps for European startups, from research to developer handoff.

Mapped user flows and feature architecture; analysed competitors and platform patterns to validate hypotheses before visual design.

Built a design system from scratch (components, variables, tokens, documentation) and adapted existing systems to new products.

### UPROCK

UI/UX Design Intern  
Jan 2022 – Feb 2023

[uprock.pro](#)

### Web, identity and UX research

Redesigned corporate and e-commerce websites under an art director; created brand identity and UI animations in After Effects.

Ran UX research for a job-search mobile app: audience research, personas, JTBD, CJM and user flows.

## Education

### Razumovsky Moscow State University of Technologies and Management

BA, Advertising and PR  
2025

### Languages

Russian (native)  
English (B2)  
Serbian (A1)

## Skills

### Product design

User flows, IA  
Roles and states  
Design systems and tokens  
Interactive prototyping  
iOS patterns (HIG)

### Tools

Figma: auto layout, variables, prototyping  
Claude Code, Cursor, AI agents  
HTML/CSS, JavaScript, React  
Webflow, After Effects  
Midjourney