Artem Bykov
Senior Product Designer

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Remote worldwide

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Product designer who turns ambiguous concepts and technical prototypes into launched products, most recently as founding designer of an AI sound-design tool. Finds the idea that gives a product its logic and character, and carries it through structure, interaction, visual language, and implementation.

Open to full-time roles and long-term contracts.

Sep 2026–Present — Independent Design Practice

Designing an editorial e-commerce experience and design system for a vinyl store.

Nov 2025–Aug 2026 — Noctal, USA
Founding Product Designer

AI sound-design platform for video editors, backed by a $1.8M seed. 4,000+ trial users in the first two weeks after soft launch; paying subscribers grew 8x in five weeks with no paid acquisition.

- Took Noctal from technical prototype to launch, setting product direction, scope, and priorities with the CEO based on interviews with video editors.
- Anchored Noctal's AI interactions in the familiar timeline after editors rejected node-based and scene-based prompting: the AI acts on their intent and returns editable results.
- Designed Text-to-Effect, which turns prompts into editable effect controls, Magic Brush, which proposes a sound for any point on the timeline, and a context-aware toolbar.
- Built the Adobe Premiere Pro plugin frontend and supported wider frontend development with AI-assisted coding, balancing scope without a dedicated frontend engineer.
- Established the interaction model, visual language, and design system for 10 engineers.
- Designed subscription and billing flows for launch, plus roles, permissions, and access states for a team tier opening Noctal to large studios.
- Defined feature structure and specs with acceptance and validation criteria before build, giving engineering a shared definition of done, and ran design QA through implementation.

Jan 2025–Oct 2025 — Independent Design Practice

Creative direction, brand identity, and digital experience design.

Selected clients

- Happier: brand identity and digital direction for a supplement brand ahead of its launch.
- Izhitsa Records: brand identity and website design for the relaunch of an independent record label with a 30-year legacy.

Jun 2023–Jan 2025 — FivePointFive, UK, USA
Senior Product Designer

Personalized iOS breathwork app connecting guided practice with biometric feedback. 100,000+ iOS downloads less than two years after launch, rated 4.8 on the App Store.

- Owned end-to-end product design as the sole senior product designer, from definition to a test-group release in three months and full launch within a year, working directly with stakeholders and developers.
- Partnered with the chief innovation officer to turn breathing science and biometric data into personalized class recommendations that adapted as users progressed.
- Structured the home screen around those recommendations, weighing goals, time of day, and preferences like coach, pace, and music, and explaining why each one appeared.
- Developed the visual language, design system, and App Store launch assets while keeping new features and live-app support moving in parallel.

Jun 2021–Jun 2023 — Radical Path, UK
Senior Designer

- Created digital products, websites, and brand identities for Sky Media, The Ivy Collection, Beamery, Haiilo, Vyde, and others.
- Turned agency research into product structure, user journeys, and high-fidelity, true-to-life prototypes for user testing and developer handoff.
- Designed a shared SaaS campaign-planning prototype for Sky Media from 60 research interviews, bringing departments, agencies, and advertisers onto one campaign record with access shaped to each role; led cross-department sign-off and handed the tested prototype to Sky's internal team.
- Led product design of a guest-experience concept for The Ivy Collection covering booking, arrival, and payment, using agency research (22 guest interviews, eight general managers, a survey of 9,360 guests) to find new revenue opportunities.

Dec 2020–May 2021	Rudo Studio, UK UI/UX Designer	Shaped creative and UX direction and developed design guidelines across client projects, including Mark Roberts Motion Control and Lavender Pictures.
Before 2020	Earlier experience	Freelance web design and brand identity projects.

Skills	Product	Product strategy and discovery, 0-to-1 product design, concept development, product definition and prioritization, MVP scoping, AI product design.
	Design	Creative direction, UX and UI design, information architecture, user flows, interaction and visual design, design systems and tokens, accessibility (WCAG), brand identity, logo design.
	Research and delivery	User interviews, usability testing, A/B testing, high-fidelity, AI-assisted prototyping, product specifications, developer handoff, design QA, cross-functional collaboration.
	Tools	Figma, Adobe Creative Cloud, HTML/CSS, React, WebGL, Swift/SwiftUI, PostHog, Mixpanel, AI-assisted frontend development.

Domains	Platforms	Web, iOS, desktop plugins, SaaS, B2B platforms, consumer apps.
	Industries	AI tools, creative tools, media and advertising, health and wellness, hospitality, HR tech.

Languages

English (fluent), Russian (native), Spanish (basic).