

complex software,
made simple.

i design clear, useful products for creators and professionals. my work spans ai, creative tools, design systems, motion and sound - always with accessibility and business reality in mind.

20+ years designing products used at scale	20m+ downloads cleanmymac, from original concept onward	red dot x4 plus if design award and apple best of
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experience

2025 - 2026 london	restream principal product designer	worked on the core studio experience, making it clear and accessible. directed a strong marketing design system and contributed to studio design, music and sound.
2024 - present	zero camera ltd co-founder / lead designer	designing and building several apps for creators with a simple concept - make photography, music production and videography for the rest of us.
2023 - 2025 remote	rive product designer / ambassador	rive ambassador, helping b2b clients with rive integrations.
2023 remote	sketch product designer	helped build the best native mac experience on the market.
2021 - 2023	hiveon design director	created branding and a new product language, making extremely complex enterprise products accessible and attractive to everyone.

earlier experience

2018 - 2023	skylum art director / lead product designer	designed luminar ai for desktop, luminar for ipad for mobile, and photolemur - one of the first ai photo editors.
2010 - 2018	macpaw lead product designer / art director	original designer of cleanmymac; also shaped setapp, gemini 2 and eney. combined interface, brand and sound design across the product family.
2025 consulting	nothing product design consultant	helped build the software design foundation for a future os.

awards

red dot award x4

cleanmymac x / luminar ai / photolemur / gemini 2

if design award

cleanmymac x / 2020

focus

ai product design / creator tools / accessibility / design systems / motion / art direction / sound design

tools

figma / rive / sketch / swiftui / blender / prototyping / music production codex / claude

approach

i treat interface systems like physical products: clear tolerances, predictable behaviour and no unnecessary parts. the result is software people can understand quickly and trust under pressure.

languages

english / ukrainian