# Ruslan Subbota

Senior UX/UI & Web Designer

Warsaw, Poland (CET) | Open to remote, full-time or part-time | ruslan@horizoners.design | LinkedIn | Behance

## Summary

Senior UX/UI and web designer with 11+ years of experience and 300+ shipped projects for B2B companies in SaaS, fintech, biotech, defense, legal and corporate. I take products from UX research and design systems in Figma to production builds in Webflow, Framer and WordPress, and typically deliver about 2x faster than the teams before me. Top Rated Plus on Upwork with a 100% Job Success Score, long-term partner to US agencies and venture studios.

## Skills

- UX: user research, user flows, information architecture, wireframing, prototyping, usability review, conversion optimization (CRO)
- UI: responsive web and product UI, SaaS dashboards, design systems (components, variants, tokens), visual design, branding
- Build: Webflow, Framer, WordPress/Elementor, HTML/CSS/JS, headless CMS, design-to-dev handoff
- Growth: landing pages, sales funnels and marketing automation, SEO, AEO (optimization for AI search)
- AI workflow: Claude, Figma AI and AI-assisted prototyping to speed up research, content and delivery
- Tools: Figma, FigJam, Webflow, Framer, WordPress, HubSpot, Notion, Jira
- Ways of working: art direction, stakeholder communication, remote async collaboration with US and EU teams

## Experience

### Founder & Lead Designer - Horizoners Design Agency

Remote | 2022 - Present

- Lead a remote team of designers and developers, owning art direction, UX strategy and delivery for B2B clients in the US and Europe.

- Led full website redesigns and rebrands for companies including Navon, EasyMate.ai, 1Force and MetaCompliance.
- Designed service landing pages that convert at around 5%.
- Built and scaled design systems for a fintech lending platform, cutting UI production time for new features.
- Set up marketing automations and sales funnels connected to the new sites.
- Delivered projects on average 2x faster than the clients' previous teams through a Figma-first, AI-assisted workflow.
- Launched an AEO (Answer Engine Optimization) service that helps clients get cited by ChatGPT and other AI search tools.

### Contract Designer - Mahway Ventures (US)

Remote | [years]

- Designed and launched 20+ websites for venture-backed startups in the Mahway portfolio.
- Startups launched with these sites raised over $1M in investment.

### Contract UX/UI Designer - US agencies: Flagship, Bezar, Tag Digital and partners under NDA

Remote | [years]

- Embedded with agency teams as a senior UX/UI and web designer on client projects for US brands.
- Took projects from wireframes to high-fidelity UI and development-ready handoff.

### Senior Freelance UX/UI & Web Designer - Upwork and direct clients

Remote | 2015 - Present

- 300+ projects delivered: websites, SaaS product UI, design systems, pitch decks and landing pages.
- Top Rated Plus status with a 100% Job Success Score.
- Typical engagement: homepage redesign in 1-3 days, full ~10-page website in about 4 weeks.

## Selected Projects

- Navon (fintech, real-estate-backed lending): product UI components and a scalable design system for the lending platform.

- EasyMate.ai (AI SaaS): marketing website and product UI.
- 1Force (federal contractor): corporate website redesign and rebrand for a government-facing B2B audience.
- MetaCompliance (cybersecurity compliance): website redesign focused on clarity and lead generation.
- Mahway Ventures (venture studio): 20+ startup websites; portfolio companies raised $1M+ after launch.

## Education & Certifications

- Degree in Organizational Management - [University], [years]
- Certifications: HubSpot Academy, Google, Anthropic (Claude), LVMH

## Languages

English - C1 (fluent) | Ukrainian - native | Russian - native