

Irvin Yakovenko

Senior Founding Design Engineer · AI-Native Product Builder

SUMMARY

- Founding design engineer with 6+ years in product design and full-stack delivery specializing in AI-native products and LLM integration.
- Expertise in React, Next.js, TypeScript, Golang, Python, Flutter, Tailwind, and AI tools like OpenAI API, Genkit, and Transformers.js.
- Led AI chat feature at KW Berlin with 4M+ MAU, driving 100-min user sessions and \$30k/week projected revenue via A/B testing and MDE analysis.
- Built and launched dramance.app solo, an AI-powered interactive visual novel platform with end-to-end system architecture and monetization design.
- Skilled in design systems (Figma tokens, auto-layout), and UX methodologies including CJM, SUM, and A/B testing with MDE.

TECHNICAL SKILLS

Main Technical Skills	React (1 yr.), Next.js (1 yr.), TypeScript (1 yr.), Python (1 yr.), Figma (6 yr.)
Programming Languages	Objective-C (1 yr.), Python (1 yr.), TypeScript (1 yr.)
AI & Machine Learning	Hugging Face (1 yr.), n8n (1 yr.), ollama (1 yr.), OpenAI (1 yr.)
JavaScript Frameworks	Next.js (1 yr.), React (1 yr.)
Data Analysis and Visualization Technologies	ETL (1 yr.)
Security	MDE (6 yr.)
Databases & Management Systems / ORM	Firebase (1 yr.), PostgreSQL (1 yr.)
UI Frameworks, Libraries, and Browsers	Chrome Extensions (1 yr.), ShadCN (1 yr.), Storybook (1 yr.), Tailwind CSS (1 yr.)
Cloud Platforms, Services & Computing	Firebase (1 yr.), Vercel (1 yr.)
Amazon Web Services	AWS Amplify (1 yr.)
QA, Test Automation, Security	A/B Testing (6 yr.), Usability tests (6 yr.)
UI/UX/Wireframing	CJM (6 yr.), Figma (6 yr.)
iOS Libraries and Tools	Core Motion (1 yr.)



Codecs & Media Containers	Ffmpeg (1 yr.)
Version Control	GitLab (1 yr.)
Deployment, CI/CD & Administration	Jenkins (1 yr.)
Other Technical Skills	Radix-UI (1 yr.), Recharts (1 yr.), Star Team (6 yr.)

WORK EXPERIENCE

Founder & Solo Developer - dramance.app (AI Visual Novel Platform)

Duration: 2025 – present

Summary:

- Built and launched an AI-powered interactive visual novel platform where users interact with narratives and authors can turn their books into interactive visual novels
- The platform integrates AI storytelling with branching dialogue and scene changes, providing a novel user experience in digital storytelling

Responsibilities:

- Owned full product lifecycle including product strategy, UX/UI design, full-stack development, and LLM integration.
- Developed content pipeline including AI video generation and branching narrative.
- Designed monetization strategies and automated distribution.
- Handled system architecture and prompt engineering through to user acquisition and analytics.

Technologies: Next.js, React 18, TypeScript, Vite, Tailwind, shadcn custom design system, Genkit, OpenAI integration, Firebase

Senior Product Designer / UX Research Lead - KW, Berlin (Interactive AI Chat Feature and Design System Scaling)

Duration: 2020 – 2026

Summary:

- Scaled a cross-product design system serving platforms with over 4 million monthly active users and led the development of an AI-driven interactive chat feature designed to increase user engagement on a reading platform
- The chat feature allowed readers to interact with novel characters, enhancing user experience and engagement

Responsibilities:

- Scaled design systems across Flutter mobile and web platforms, reducing engineering handoff friction.
- Designed and delivered an AI-driven interactive chat feature with full A/B test design including MDE calculation and sample size determination.
- Led extensive usability testing and UX research including interviews, CJM workshops, and quantitative usability testing.



- Directed and mentored a multidisciplinary design team and set global design standards.

Technologies: React, Next.js, TypeScript, Go, Genkit, OpenAI API, custom design system

UX / UI Designer - Breffi (Digital Products and Omnichannel Marketing Tools for Pharma Brands)

Duration: 2018 – 2020

Summary:

- Delivered digital products and omnichannel marketing tools for Fortune 500 pharmaceutical brands including Nestlé, Johnson & Johnson, and Pfizer
- Worked within complex stakeholder and regulatory environments to create compliant and effective digital solutions

Responsibilities:

- Built complex user flows, animations, and high-fidelity prototypes for pharma-specific platforms.
- Established visual guidelines and design systems to ensure brand consistency across web platforms.

Web Designer - iPort Premium Reseller (Corporate Website and Landing Pages Maintenance)

Duration: 2016 – 2018

Summary: Maintained the corporate website and developed high-converting landing pages adhering to Apple Human Interface Guidelines, ensuring brand consistency and user experience quality.

Responsibilities:

- Maintained and updated corporate site content and design.
- Developed landing pages optimized for conversion following Apple design standards.

Designer – Product & Visual Systems - Goethe-Institut (Visual Identities for International Cultural Programs)

Duration: 2014 – 2016

Summary: Developed visual identities for international cultural programs across multiple branches of the Goethe-Institut, enhancing brand recognition and cultural outreach.

Responsibilities:

- Created visual identities and design systems for cultural programs.
- Collaborated across branches in Moscow and Munich to ensure consistent branding.

Freelance Web & Product Designer - Independent (Various Design Projects for Startups and B2C Clients)

Duration: 2008 – 2014

Summary: Provided end-to-end design services including landing pages, brand identity, and web platforms for startups and B2C clients, delivering tailored digital design solutions.



Responsibilities:

- Designed landing pages, brand identities, and web platforms.
- Managed projects independently from concept to delivery.

EDUCATION

- **Master of Philosophy**

Novosibirsk State University
2013–2015

- **Web Design & Computer Graphics**

Novosibirsk State Technical University
2007–2009

- **General Linguistics & Intercultural Communication**

Novosibirsk State University
2003–2008

