

Dmitrii Lagunov

Senior Product Designer · B2B tools, design systems, prototypes in code

Austin, TX · US Permanent Resident, no sponsorship needed

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Summary

Product designer for complex B2B tools that run on Salesforce and ERP data: pricing calculators, partner and customer portals, and the design systems behind them. Builds prototypes in code, so PMs and engineers can try a working version before the team commits to building it. At IMIN since 2022 as the only product designer, leading the presentation and communications designers; before that, ran a 10-person design studio.

Experience

IMIN (Immigrant Invest) · citizenship and residency by investment · Remote

Product Designer | Sep 2022 – Present

- Own product design for the partner portal, internal tools, public data products, and websites, working with product management and engineering.
- Designed the partner portal end to end, from lead and transaction tracking to reports and an internal admin mode. Early partner feedback showed the activity log did not tell them where a lead stood, so lead pages now open with status, next step, close reasons, and AI call summaries from Salesforce; v2 is in development.
- Proposed and built the quoting tool sales use to price citizenship and residency programs for clients, now in two languages, and maintain it; the working prototype took a couple of days. It also surfaced outdated terms in client materials and started an ongoing data review with the editorial and legal teams.
- Rebuilt the design system with developers so tokens (primitive, semantic, typography) and components carry the same names in Figma and code. 5+ products use it; developer estimates for a typical page fell about 20%.
- Designed data-heavy sections of the public site, including the Passport Index ranking of 193 passports, 196 country pages on dual citizenship built from one template, and a catalog of 3,700+ properties.
- Tested marketing's hypotheses on program pages against Amplitude funnels. One test, which reordered the hero buttons and moved the lead form onto the page, lifted total leads 15%, statistically significant within a month.

PizzaBot · robotic pizzeria startup

UI/UX Designer | Jul 2020 – Oct 2022

- Sole designer of the kiosk and mobile-web ordering flow for a pilot-stage robotic pizzeria, while the robot's hardware was still changing.
- Tested the screens with customers in two rounds and simplified the flow from a full pizza builder to set recipes with a few taste options.

Yep! Team · Digital Studio

Founder & Principal Designer | Aug 2003 – Oct 2022

- Led a 10-person studio: 100+ websites and web products for finance, insurance, manufacturing, and retail. Part-time from 2020, alongside PizzaBot.
- PCBK, a packaging manufacturer: three web services on the plant's ERP for buyers, truck drivers, and recovered-paper suppliers. Once wholesale buyers got access to the portal, they made up about 80% of its users; after interviews with them, rebuilt it around two questions: "Can I order more this month?" and "Where's my truck?"
- VOLS.Expert for Incab, a fiber optic cable maker (2017–2020): designed the platform and its first five engineering calculators for line installers and network designers after field research at the plant; the studio built them.

Selected Projects

- **Austin Buildings.** 3D map of Austin's buildings by year built and land value, with guided tours. A Python pipeline joins appraisal-district, city, and OpenStreetMap data; the map renders in three.js. austin.countrast.com
- **Sunset Call.** Sunset forecast for photographers on Open-Meteo data. Displays forecast confidence and where its two weather models disagree, and keeps a record of past misses. sunset.dimadidit.com
- **SVG Chart.** Figma plugin built on the Figma Plugin API: paste a table, get an editable vector chart. [Figma Community](#)
- **Bad Line.** Voice AI interview simulator on Node.js and OpenAI APIs, with an LLM interviewer, synthetic speech in different accents, and a simulated bad phone line. After a switch to faster models, replies take 1.3–2.3 s, down from as long as 107 s.

Skills

Design: user and field research, usability testing, interaction design, design systems, Figma (components, variables, plugins)

Code: TypeScript, JavaScript, Node.js, Python, three.js, HTML/CSS, React Native, Figma Plugin API

AI: Claude Code, Claude and OpenAI APIs, speech-to-text and TTS

Analytics: Amplitude, Microsoft Clarity

Awards

CSS Design Awards Website of the Day (2024), Awwwards Honorable Mention (2023–2025), w3 Awards Silver (2025). Judge for the w3, Davey, and Communicator Awards.