



Arcadiy Kulchinskiy

Lead Product Designer & Design Engineer

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Right to Work: EU citizen

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Summary

I'm a **Product Designer (Strategy, UX/UI) and Design Technologist / Engineer** with 17 years working where design meets code: User Experience (UX) and User Interface (UI) design, Design Systems, Front-end Development and Generative AI/Agentic AI Engineering. I build products from zero to release, lead teams, own the roadmap and the outcome. My holistic approach allows me to solve complex challenges and make informed decisions on project implications before committing a team to the work.

Professional Experience

Lead Product Designer & Design Engineer

VOITH GmbH & Co. KGaA (via DevelopX) · Remote · May 2019 – Present

Founding member of DRIVE, a B2B2C SaaS EdTech platform, owning the full product lifecycle from discovery to delivery.

- Scaled the platform to 25,000 active users across 15 white-label client instances.
- Led a global cross-functional team of 9 design and development professionals within an Agile / OKR framework.
- Built a token-based design system with a self-serve admin, cutting setup from about a week to 15 minutes.
- Designed and coordinated the platform's AI layer, including RAG (Retrieval-Augmented Generation) search.
- Designed an AI-Generative Course Builder, cutting course creation from days of manual work to about an hour.

Product Design Bootcamp Instructor

Findmore Academy · Remote · September 2025 – Present

Teaching the Product Design Foundations bootcamp: Discovery, UX fundamentals, Design Systems and end-to-end product thinking.

Principle Designer, Brand & Digital

Portuguese Psychologists Association · Lisbon, Portugal · April 2017 – April 2019

Owned brand and digital end-to-end across 19 institutional initiatives, working across Communication and IT teams.

- Evolved the identities of the association's initiatives and applied them across editorial, digital and media.
- Built websites including valorizar.me, a learning portal serving ~27,000 psychologists nationwide.

Staff Designer, Brand & Digital

EDP Foundation / MAAT – Museum of Art, Architecture and Technology · Lisbon, Portugal · August 2015 – March 2017

The founding member for the foundation and museum, owning digital, physical and exhibition design with external partners.

- Designed and developed the entrance program display fed by live exhibition and schedule data.
- Designed a beacon wayfinding system for in-gallery navigation.
- Designed and co-defined MAAT's branding and website, contributing to winning The Design Prize 2017.

Design Foundations Lecturer

Lusíada University of Lisbon · Lisbon, Portugal · April 2014 – August 2015

Taught the Design course, covering design thinking, the Double Diamond, UX principles and project-based practice.

Senior Digital Designer, UX/UI & Multimedia

Jornal i · Lisbon, Portugal · August 2012 – March 2014

Designer at a national newspaper named World's Best Designed Newspaper by the Society for News Design, bridging IT and Marketing.

- Designed the newspaper's website and its apps and coordinated delivery with an external team.

Interaction Design Instructor

LXSchool · Lisbon, Portugal · January 2010 – August 2012

Taught hands-on interaction design and front-end development, covering Adobe Animate, JavaScript, HTML Canvas and CSS.

Education

MBA, Business Administration

ThePower Business School · Remote · November 2025 – 2027 (Expected)

Master's Degree, Communication Sciences: Semiotics of Persuasion

NOVA University of Lisbon · Lisbon, Portugal · September 2012 – January 2015

Bachelor's Degree, Design and Multimedia

Lusíada University of Lisbon · Lisbon, Portugal · September 2009 – June 2012

Certifications

AI Product Design, AI Prompt Engineering

Findmore Academy · Remote · 2026

Python Bootcamp

Findmore Academy · Remote · 2026

UX Design Advanced

EDIT · Remote · 2022

Pedagogical Competence Certificate (CCP)

IEFP · Lisbon, Portugal · 2020

Skills

Languages:

English (C1), Portuguese (Native), Russian (Native).

Product Design:

Product Strategy, Research & Discovery, UX Design, UI Design, Information Architecture, Usability, Accessibility (WCAG 2.2), User Flows, QA and User Testing, Prototyping, Design Tokens, Component Libraries, Design Documentation.

Development:

HTML5, CSS3, SASS, HTML Canvas, Bootstrap, JavaScript, Python, Design-to-code Handoff.

AI, LLM & Agentic:

AI-assisted Design, Prompt Engineering, LLM, AI Agents, Generative AI, RAG.

Leadership and Management:

Cross-functional Team Leadership, Roadmap Planning, Stakeholder Management, OKR/KPI Frameworks, Agile/Scrum.

Multimedia:

Interactive Media, Motion Design, Video Production and Editing, VFX, Animation.

Tools:

Figma, FigJam, Miro, Storybook, Dovetail, Claude Code, Git, Adobe CC: Photoshop, Illustrator, Animate, After Effects, Premiere.