Vlad Stoyanov

Senior product designer

vl.stoyanov91@gmail.com
linkedin.com/in/vlad-stoyanov-230213449

Product designer for complex products: Web3, platforms and design systems. I lead design from product logic to one interface system and a handoff that engineering can ship.

Experience

Upwork

Freelance product designer, 2026–now

DFINITY Foundation

Senior designer on contract, 2023–2026

- Design for the foundation's products on the Internet Computer, including Oisy, id.ai, the Network Nervous System and the ICP Dashboard.
- Presented the startup Pass with a DFINITY Foundation team at the University of British Columbia, Blockchain Summer Institute 2023.

Fourmeta

Lead designer on contract, 2020–2023

- Product interfaces, brand identities and learning platforms: The Real Deal, Condomini, Mobilhub, DepthsTech, Dan John, Josh Wood Colour, PhishPhinder.
- Work featured on Behance in UI/UX, Branding, XD and Stock.

Polyarix

Senior designer, 2019–2020 · Middle designer, 2018–2019

Upwork

Freelance designer, 2017–2018

How I lead

Direction. One product vision the team, the founders and the engineers can all point to.

Critique. Regular design reviews with clear criteria, so quality does not depend on who drew the screen.

System. A shared design system that lets the team move faster without drifting apart.

Delivery. Close work with engineering until the release matches the design.

Skills

Product design, UX research, interface design, design systems, prototyping, usability testing, design thinking, Web3, Figma.

Selected work

Oisy. Responsive product design for a wallet on the Internet Computer.

Kinic. A competition entry for a search engine on the Internet Computer: landing page, motion and mobile layout.

Sonic. A cryptocurrency exchange on the Internet Computer: website, swap interface and brand identity.

The Real Deal. Research and interface design for a news site; featured on Behance, 2022.