

Artiom Dashinsky

# Selected Design and Product Work

I'm an experienced design and product leader, author of an Amazon best-selling book. My own products are used at Google, Facebook, Sketch, Samsung, Dropbox, Square, etc.

I can help you with:

- **UX design**
- **Product management & strategy**
- **Building an MVP or a prototype**
- **User research**

I led the UX and product design of products at a variety of tech companies for 8 years. Among the companies are:

**wework**

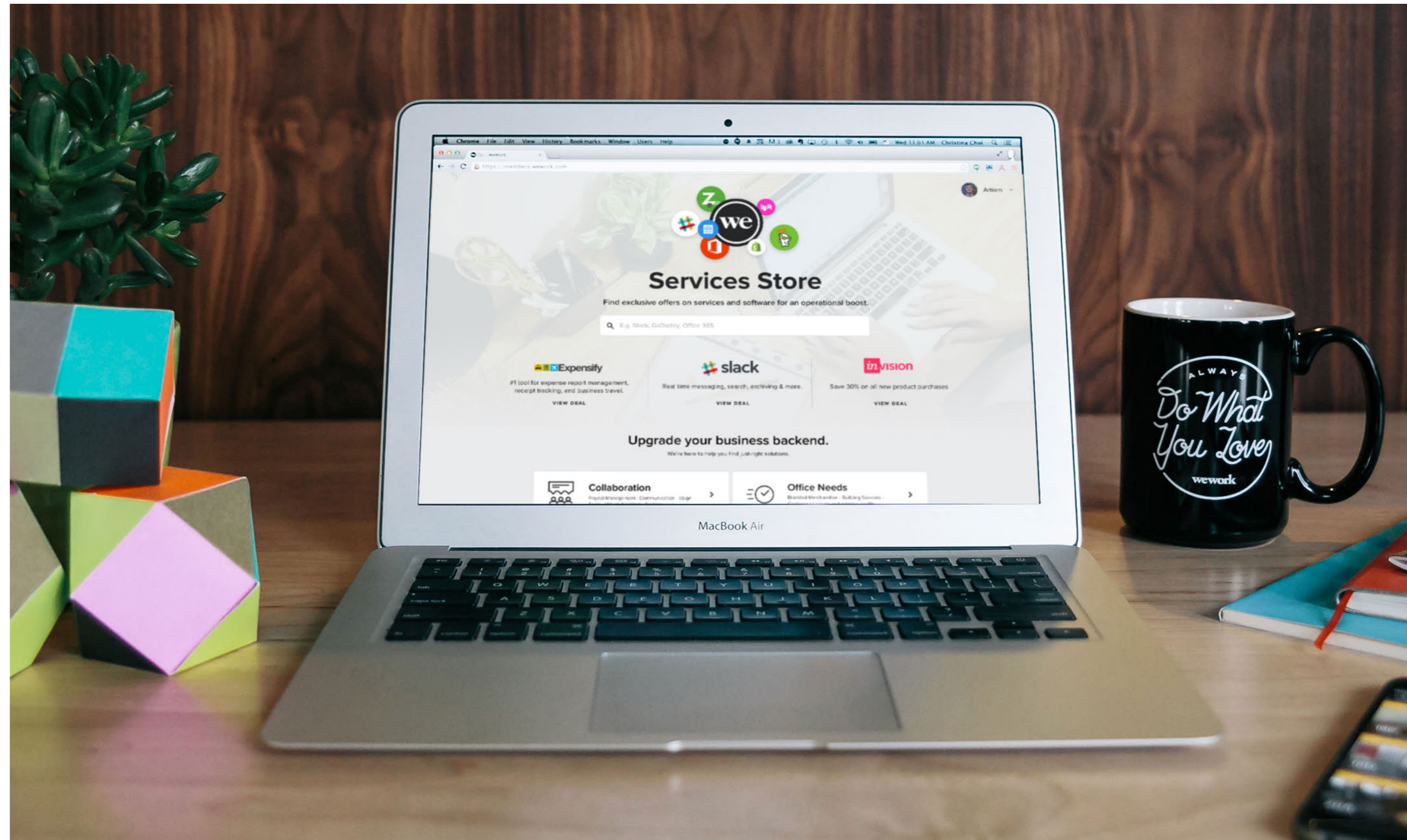
**tvinci**  
ACQUIRED BY \$KLTR

**Commerce  
Sciences**  
ACQUIRED BY \$TBLA

I also worked on projects for InVision, SodaStream, and Product Hunt.



# wework



## Building a B2B marketplace from scratch

- Designing a brand new product and redesigning existing products
- Leading multiple features as a product manager
- Hiring designers and building the designers hiring process
- Conducting user research and building the user research process

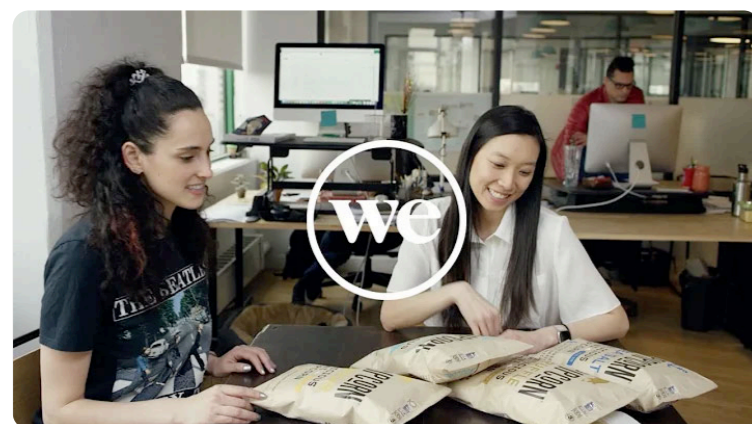
## Services Store

I led the design (and several features as a PM) of the first non-space related digital product of WeWork. Services Store is a marketplace for apps and services for WeWork members.

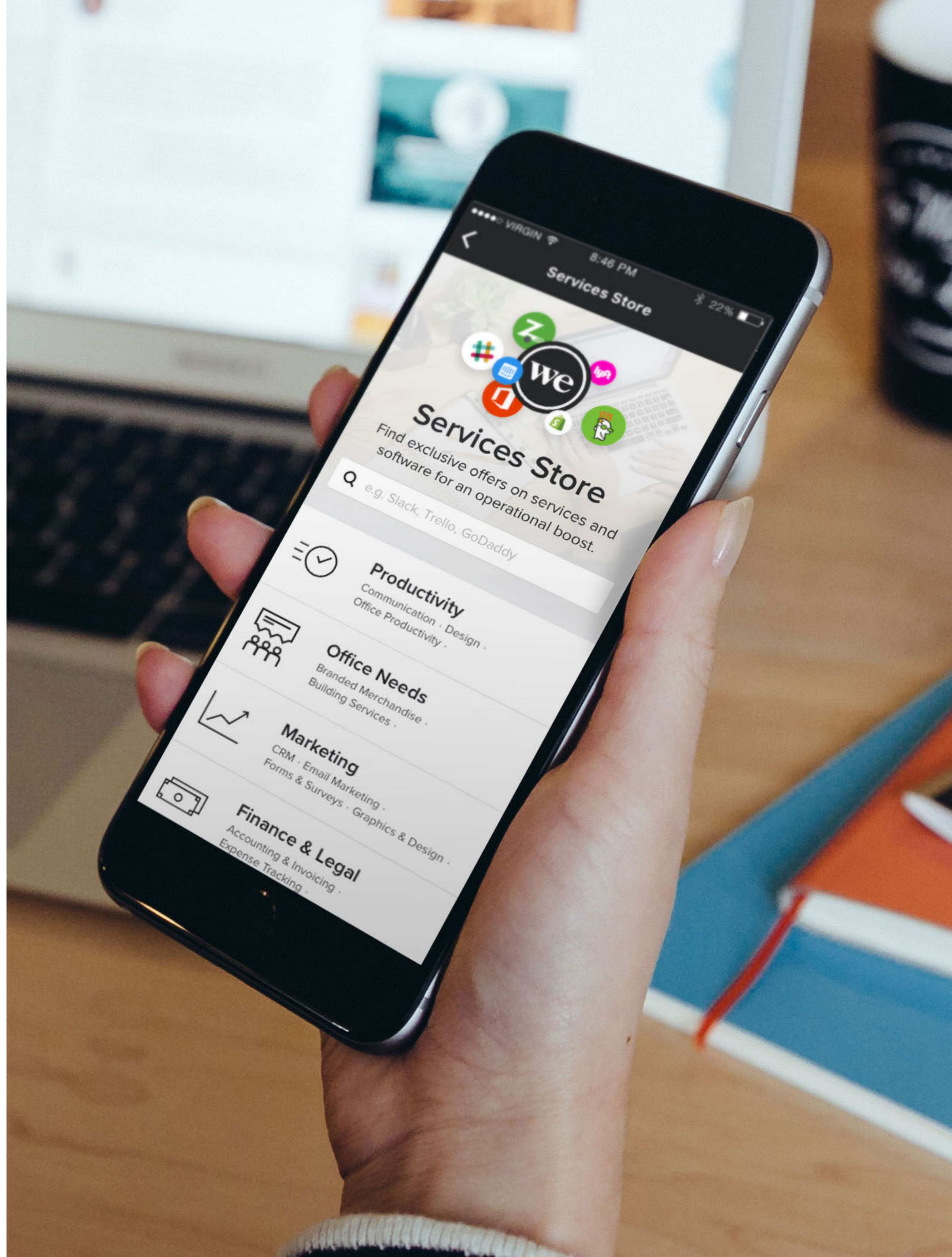
Services Store was built to increase WeWork members conversion and reduce churn by providing additional value for their membership.

With the marketplace WeWork members could:

- Find apps to solve their business problems
- Get exclusive prices
- Pay via single monthly invoice.



[▶ Watch the launch video](#)



# Breaking the perception

One of our biggest challenges while building Services Store was breaking the perception of WeWork as a provider of physical space only. In WeWork members' mind "services" was equal services between members and not apps and SaaS-solutions WeWork offered at Services Store.

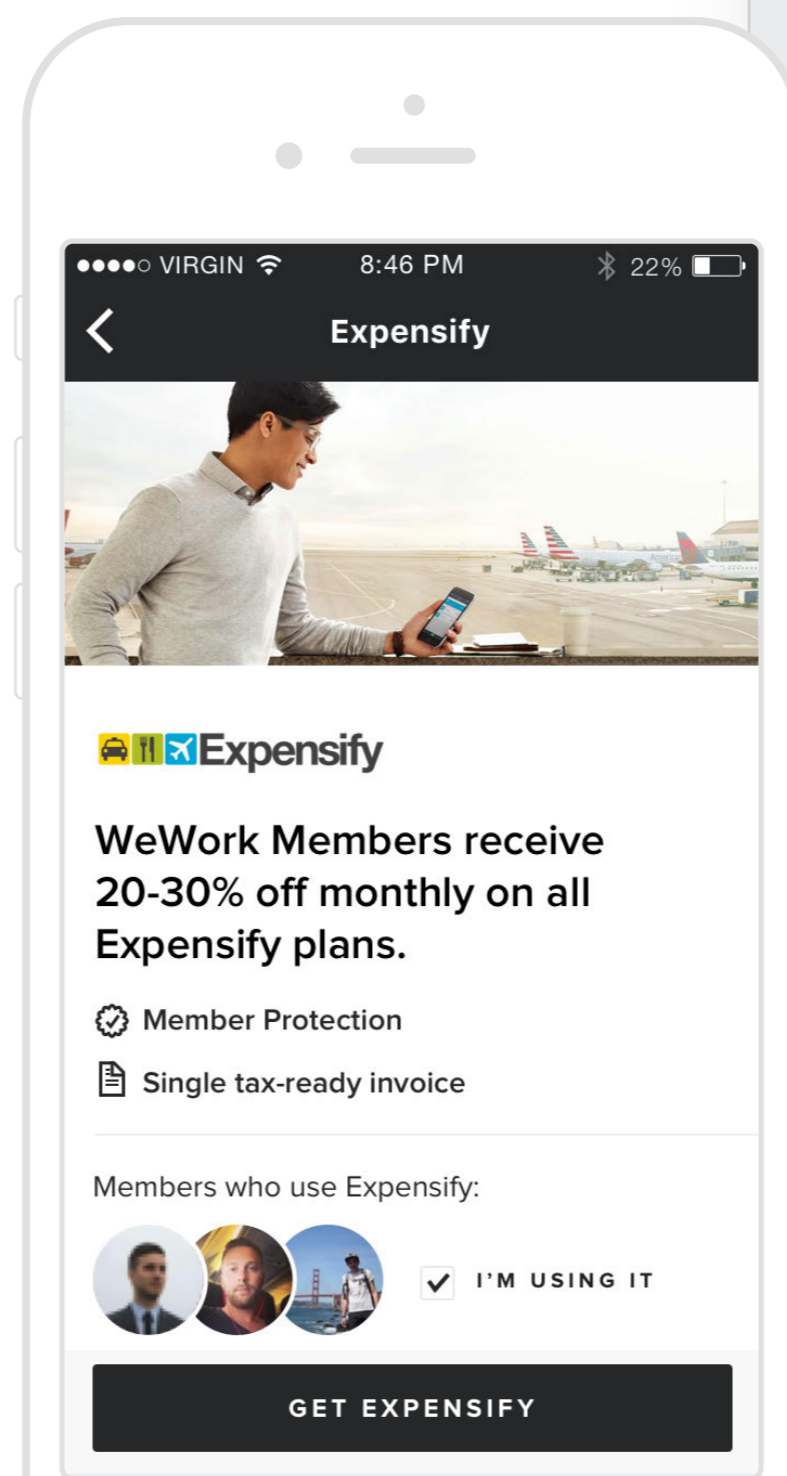
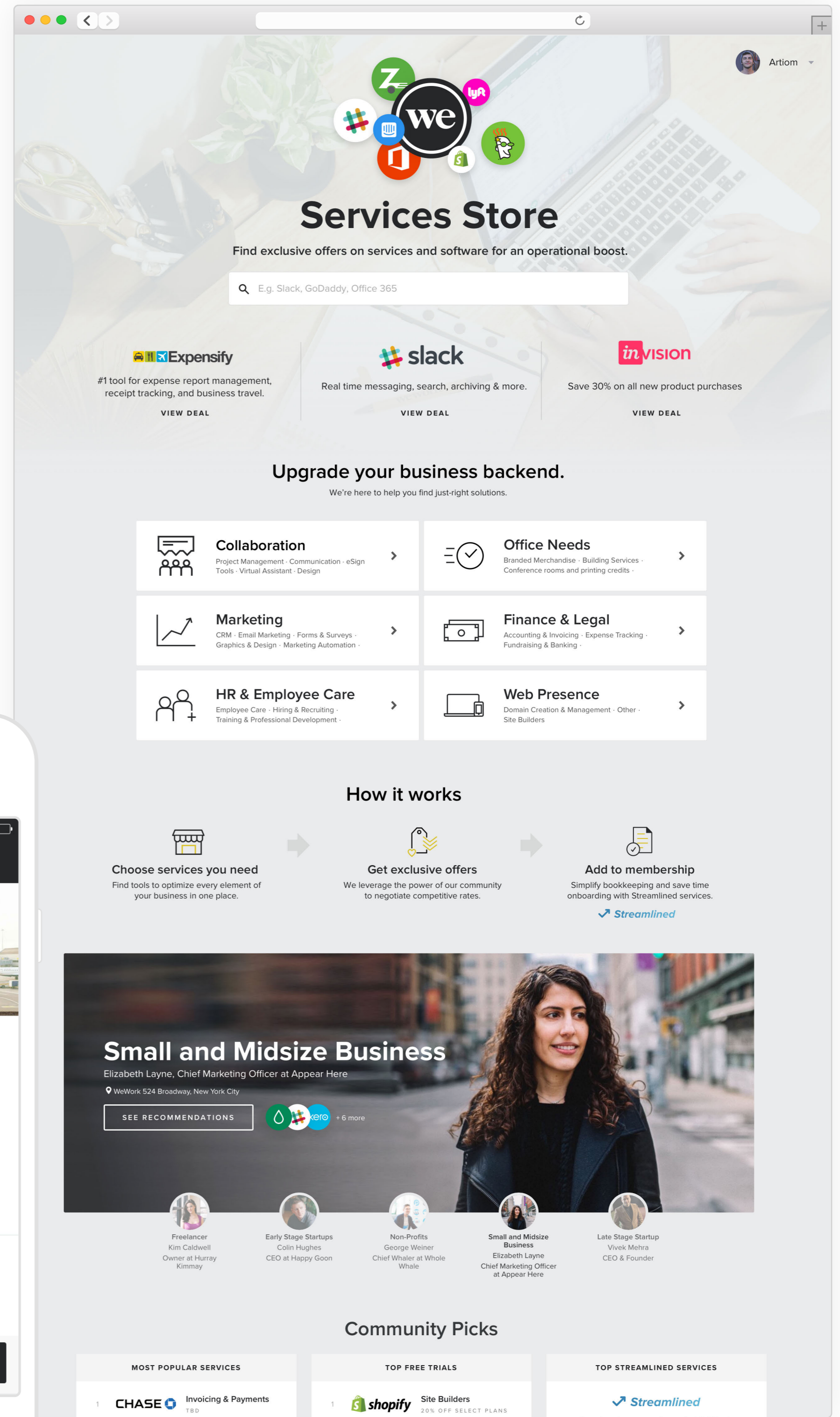
After multiple iterations and testing I created the right branding and visual messaging that successfully performed in explaining product's value proposition.

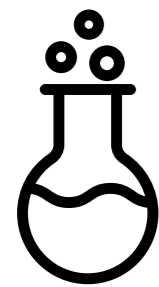


*"WeWork's office takeover continues with the launch of the Services Store."*

# QUARTZ

*"Establishing a successful subscription store for business software and other services would be an important step for WeWork."*





# Running multiple experiments

I conducted research to explore how WeWork members find, purchase and manage their apps and services subscriptions. Using this feedback I initiated several features leveraging the WeWork community and personalizing the results.

This way we've successfully increased the conversion and helped more members find services to grow their business.

The screenshot shows the 'Services Store' for 'Developers'. At the top, there's a search bar and navigation tabs for 'Productivity', 'Office Needs', 'Finance', 'Collaboration', 'Marketing', and 'Web Presence'. Below this is a banner for 'Services used by Developers' featuring a photo of a man at a computer. The main content is divided into two sections: 'Most popular among developers' and 'Services for other roles'. The 'Most popular' section includes cards for Slack, GoDaddy, AWS Activate, and GitHub, each with a brief description and a discount. The 'Services for other roles' section lists services for 'Marketeers' and 'Sales/BD Representatives'. At the bottom, there's a 'See what fellow developers are using' section with a profile for Shem Magnezi and cards for Slack, GitHub, and AWS Activate.

The screenshot shows a survey titled 'What aspects of your business would you like to improve?' with the subtitle 'Step 2 of 3'. Below the title is the instruction 'Choose the categories of services that you are interested in.' There are six category cards, each with an icon and a list of services: 1. Productivity (checked): QA & Software - Testing, Virtual Assistant, Sign Tools. 2. Collaboration: Communication - Design, Office Productivity - Project Management. 3. Finance & Legal: Accounting & Invoicing, Expense Tracking - Fundraising & Banking, Legal - Sign. 4. Marketing: CRM - Email, Marketing - Forms & Surveys, Graphics & Design - Printing & Packaging. 5. Web Presence: Domain Creation & Management, Password management - Site Builders. 6. Office Needs: Branded Merchandise - Furniture & Decor, Stationery & Delivery, WeWork Building Services. At the bottom are 'NEXT', 'BACK', and 'EXIT' buttons.


The screenshot shows the 'Services Store' for 'Hurray Kimmay', a Freelancer. It features a banner with her name and a photo. Below is a section 'Services Kim Uses' with a card for 'HELLOSIGN' (20% OFF) and a testimonial: 'HelloSign is a lifesaver! This simple document signing tool was suggested to me by my former intern...'. Another card for 'GoDaddy' (30% OFF) has a testimonial: 'GoDaddy was highly recommended to me. I have purchased several domains through their website...'. On the right, there are 'MORE COLLECTIONS' for 'Early Stage Startups', 'Small Business Must-Haves', 'Late Stage Startups', and 'Non-Profits'.

The screenshot shows the 'Services Store' for 'Lifestyle Perks'. It features a banner with the text 'Lifestyle Perks As a member, you deserve the best.' Below is a 'LIFESTYLE PERKS CATEGORIES' list including Career Assistance, Educational Tools, Food & Drink, Health & Wellness, Hospitality & Lodging, Personal Convenience, Recreation & Entertainment, Retail & Shopping, and Travel & Transportation. To the right is a 'Most Popular in Brooklyn' section with cards for Citi Bike, Brooklinen, Crunch, MakeSpace, Huckberry, and Zipcar. At the bottom, there's a testimonial for 'dish2go' (20% OFF) with the text: 'Two of the most important factors for a startup's success are how quickly it can move, and how prominently it can stand out. Using MDO can kill both of these birds with one stone...'

Find services Matt

Categories: Productivity Office Needs Finance Collaboration Marketing Web Presence

SERVICES STORE > COLLABORATION > INVISION




## InVision

Prototyping, collaboration & workflow platform


★★★★★ 34 reviews

InVision is the world's leading design collaboration platform; enabling companies of all sizes to discover the power of design-driven product development. That's why designers, product managers, marketers and other stakeholders use InVision every day, including Zappos, Evernote, Airbnb, and Yammer.




Who's using InVision to power their product design? 1:34

Members using InVision:



At Devonshire Square:




[InVision website](#) [Contact InVision](#) [WeWork Member](#) [Used by WeWork](#)

MEMBERS LIKE YOU USE

Explore our most popular services like InVision used by marketers.

[VIEW SERVICES](#)



INVISION RATING

**4.6** /5


34 validated reviews on CROWD

5 star	21
4 star	4
3 star	3
2 star	1
1 star	2

What users like about InVision:

- Prototyping
- Real-Time Collaboration
- Mobile Prototyping
- Simplicity of Use
- User Interface Design

INVISION REVIEWS




**Why do you recommend InVision?**

I have been using it for a number of years. I use InVision for usability testing. It's great for taking images and making clickable image prototypes that do the job and save me the coding time and just the general hassle of hosting.

**Helen Brown**  
Co-Founder at Squire  
WeWork Fidi NYC

Got questions for Helen about InVision? [Message Helen](#)

Reviewed and validated on: [WeWork](#)



**InVision is an acceptable prototyping solution.**

★★★★★ 4/5


**What do you like best?**

I like the simple process of setting up a clickable prototype. The way projects are organized is nice. I also enjoy the sharing functionality that allows the designer to share out a prototype, password protect it, and gather comments so feedback is in one location.

**Trista W.**  
UX Designer at Pen-Link

[Read more](#)

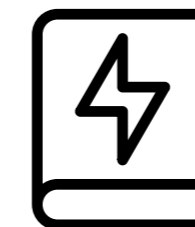
Reviewed and validated on: [CROWD](#)



Starter Plan free for 90 days.

[GET INVISION](#)

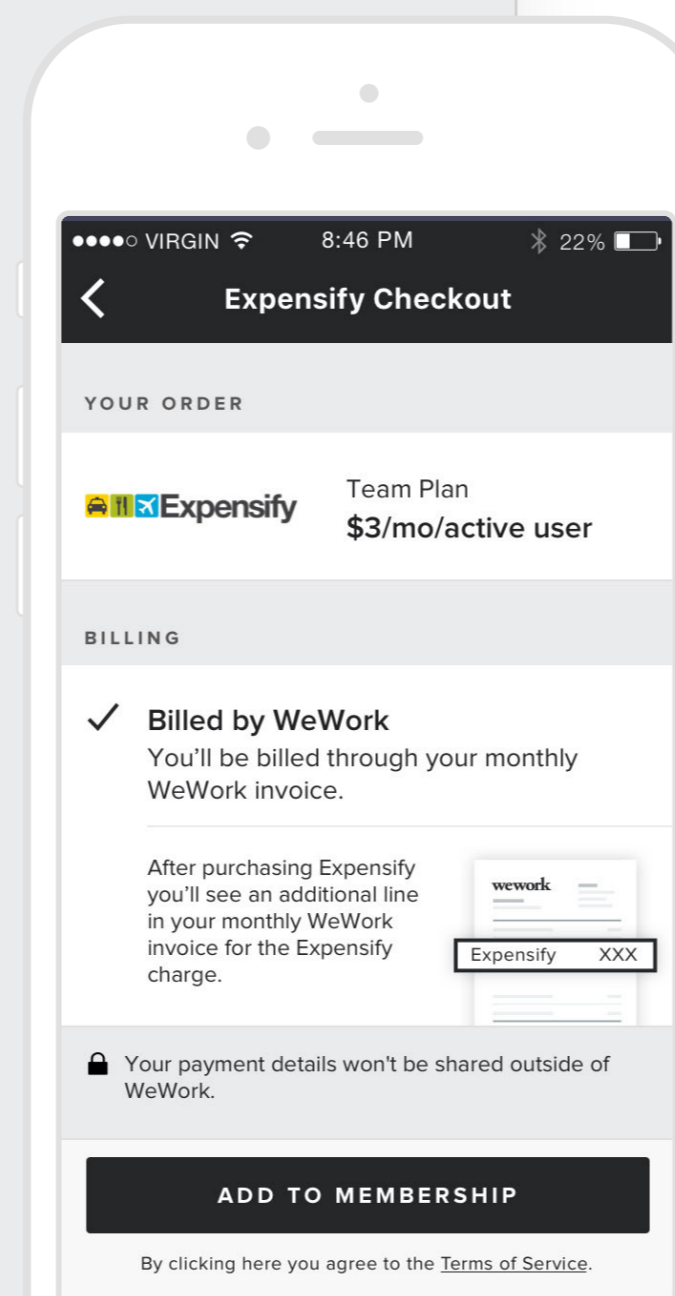
I'M USING IT



# Creating an effortless experience

Services Store allows WeWork members purchase services seamlessly by adding them to their WeWork membership, so they can be billed for it in their regular WeWork monthly bill.

Such end-to-end experience isn't something users are used to. Communicating it effectively was another design challenge which we successfully solved by introducing «Billed by WeWork» and «Add to Membership» concepts.



VIRGIN 8:46 PM 22%

Expensify Checkout

YOUR ORDER

Expensify Team Plan \$3/mo/active user

BILLING

✓ Billed by WeWork  
You'll be billed through your monthly WeWork invoice.

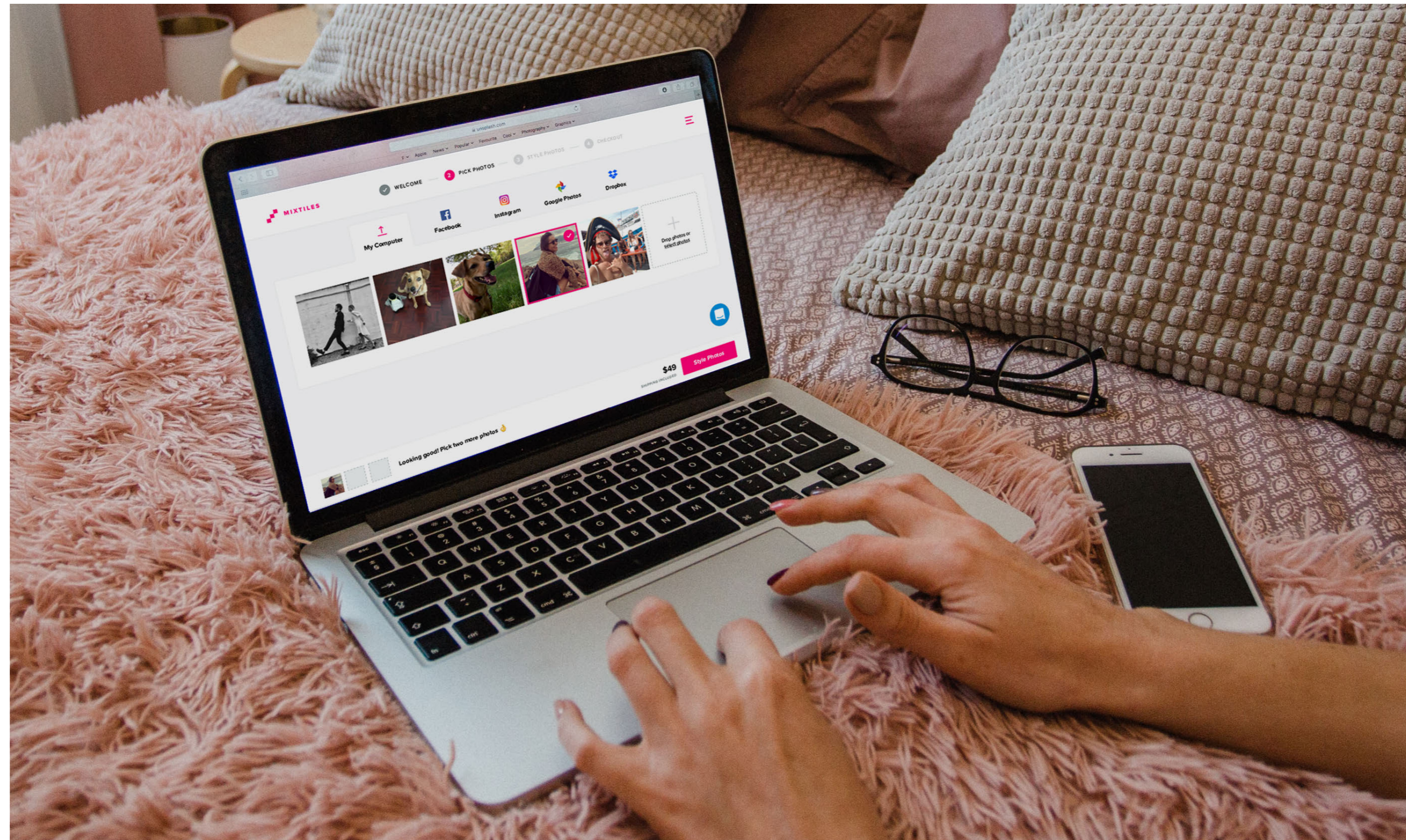
After purchasing Expensify you'll see an additional line in your monthly WeWork invoice for the Expensify charge.

Expensify XXX

Your payment details won't be shared outside of WeWork.

[ADD TO MEMBERSHIP](#)

By clicking here you agree to the [Terms of Service](#).

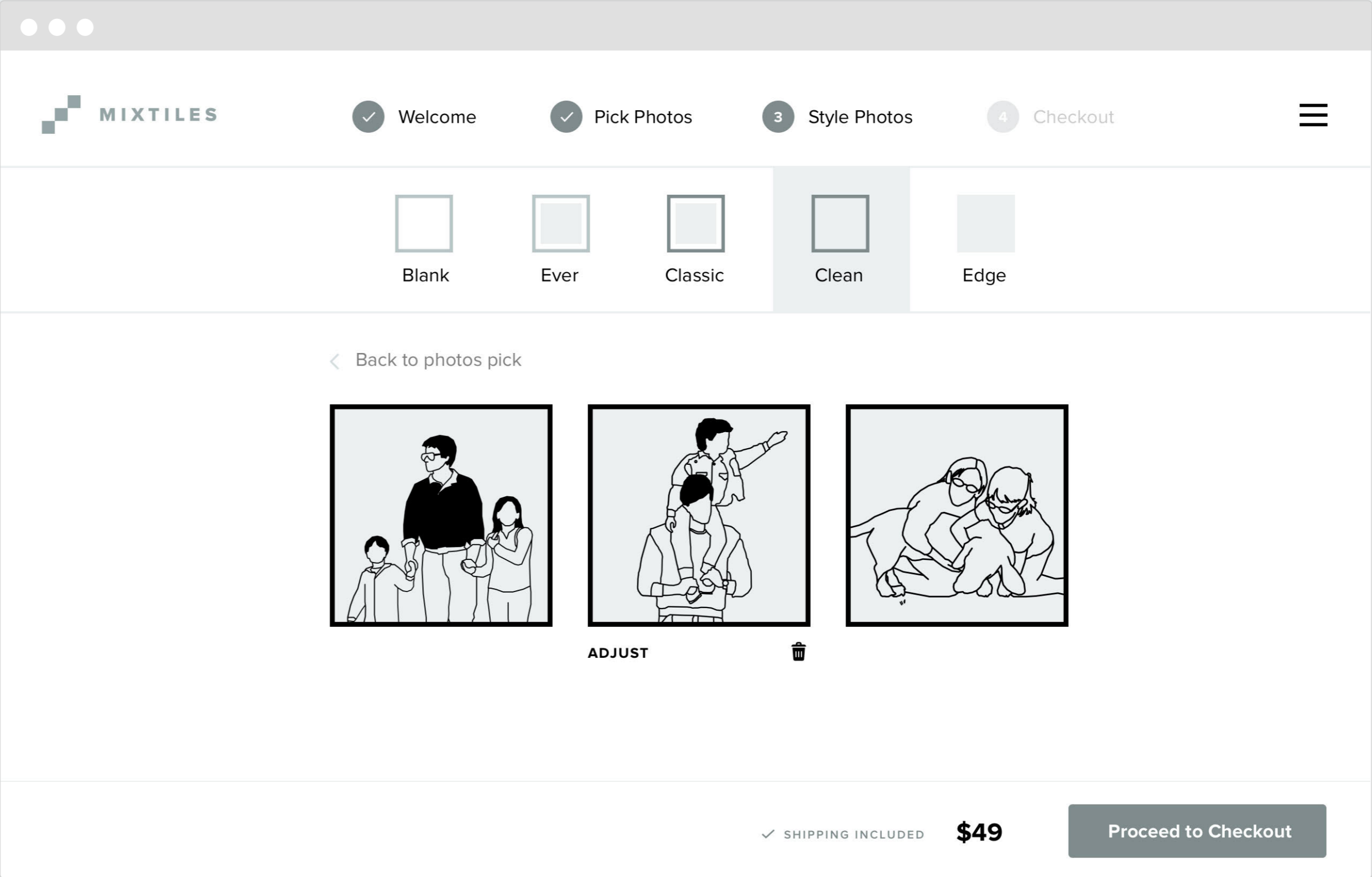
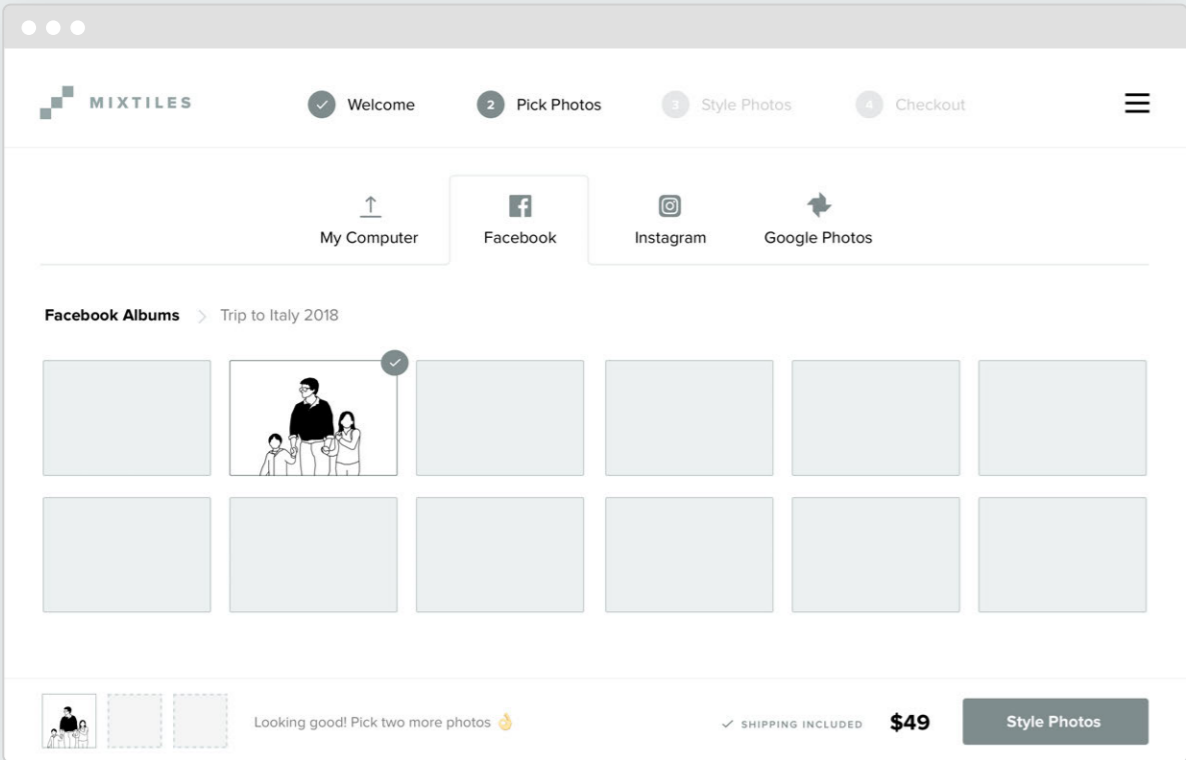
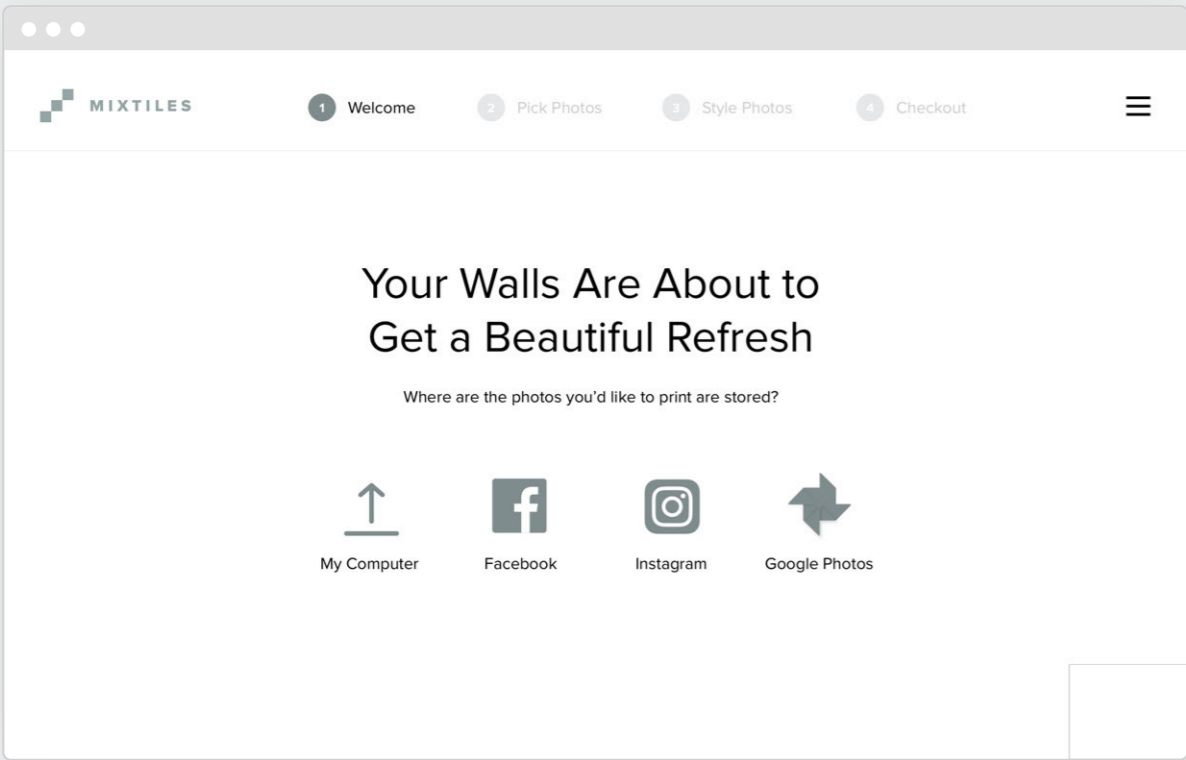


## Consumer web app

Mixtiles is a consumer brand and one of the most successful wall art businesses (\$120m in revenue). I helped the company increase their revenue by bringing their product from native mobile app only to the web.

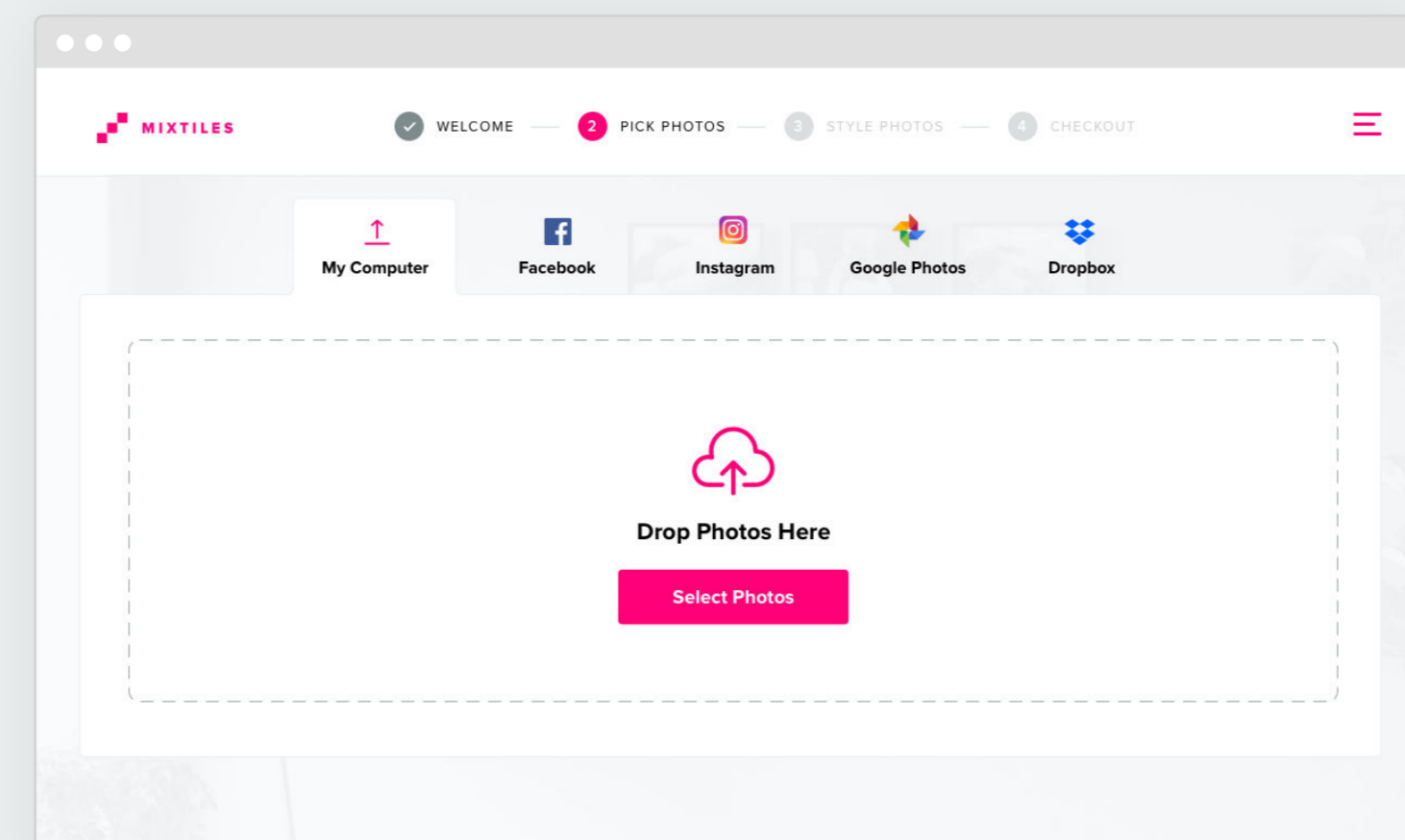
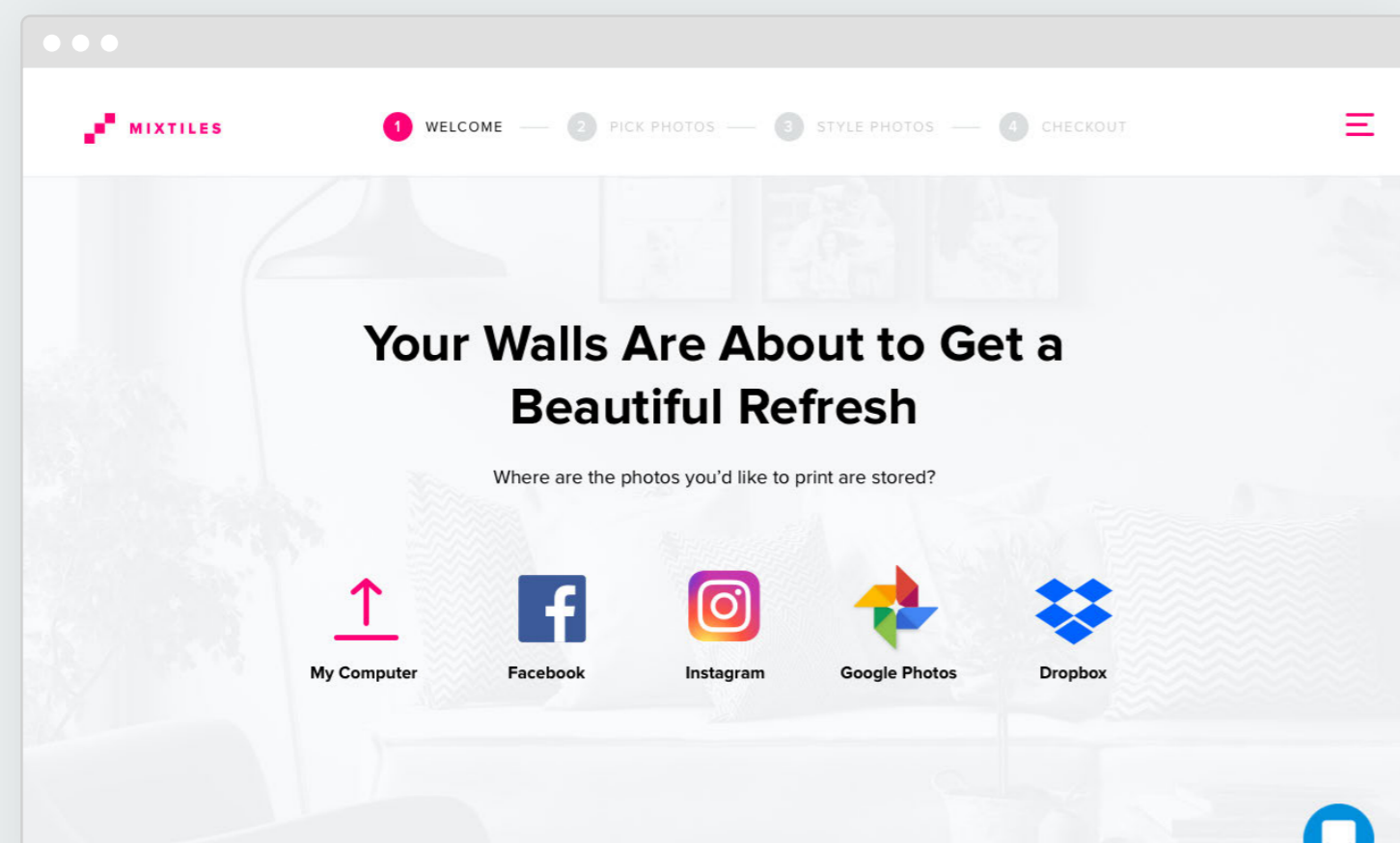
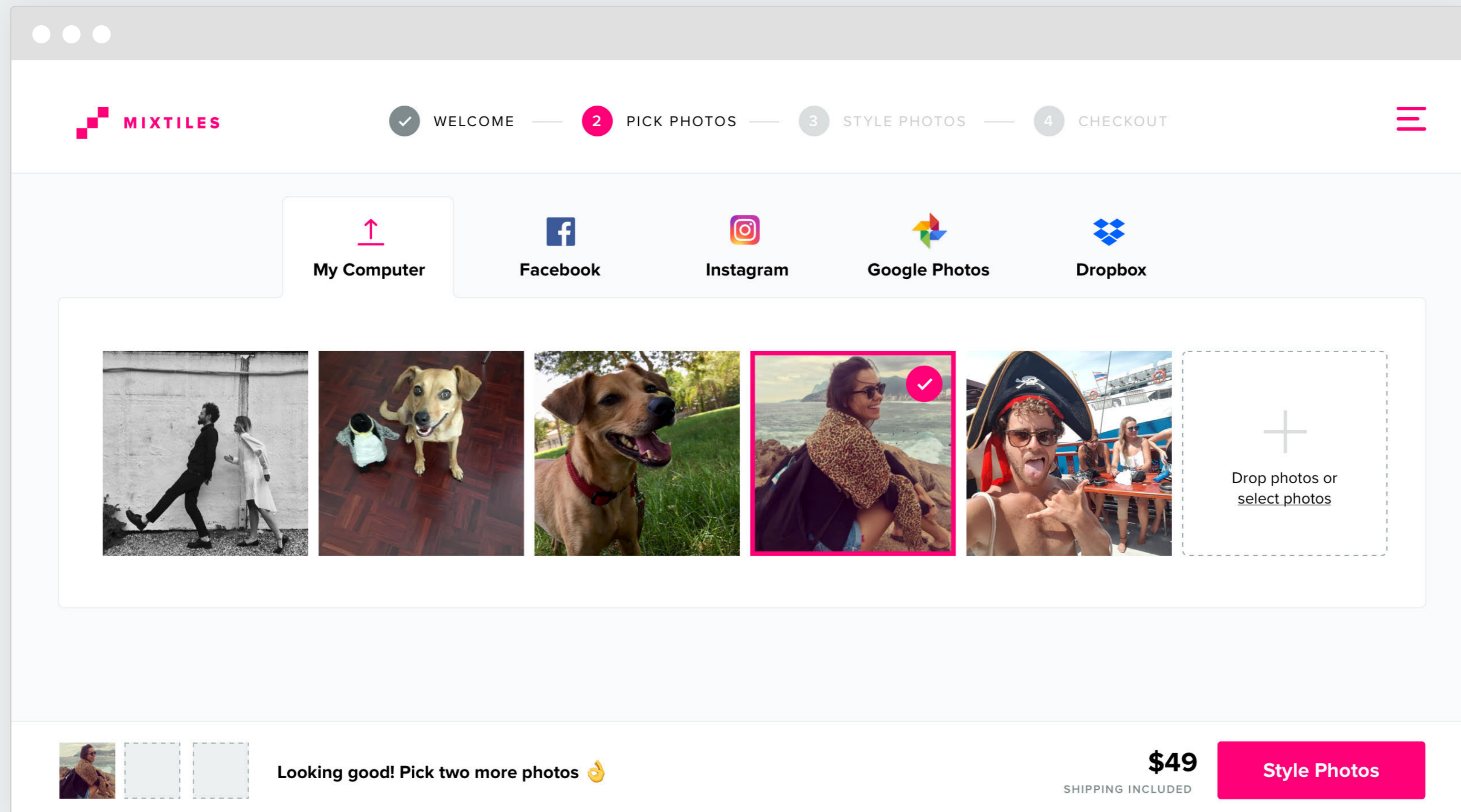
# Design wireframes

▶ Play prototype





# Final design



MIXTILES

WELCOME — PICK PHOTOS — **3** STYLE PHOTOS — 4 CHECKOUT

**Bold**   **Ever**   **Classic**   **Clean**   **Edge**

**\$49**  
SHIPPING INCLUDED

**Proceed to Checkout**

MIXTILES

WELCOME — PICK PHOTOS — STYLE PHOTOS — **4** CHECKOUT

### Checkout

Email:

**Delivery Information**

- 115 West 18th Street  
New York, NY 10021  
United States [EDIT](#)
- 85 Broad St  
New York, NY 10004  
United States [EDIT](#)

**Add Address**

**Payment Details**

VISA ending with 4239 [EDIT](#)

### Order Summary

3 Tiles	<b>\$48</b>
Standard shipping (Edit)	<b>FREE</b>
<input checked="" type="radio"/> Standard Delivered by June 15	<b>FREE</b>
<input type="radio"/> Expedite Delivered by June 3	<b>\$12</b>
<a href="#">SAVE</a>	
Tax	<b>\$7</b>
<b>Total</b>	<b>\$56</b>

**Place Order (\$56)**

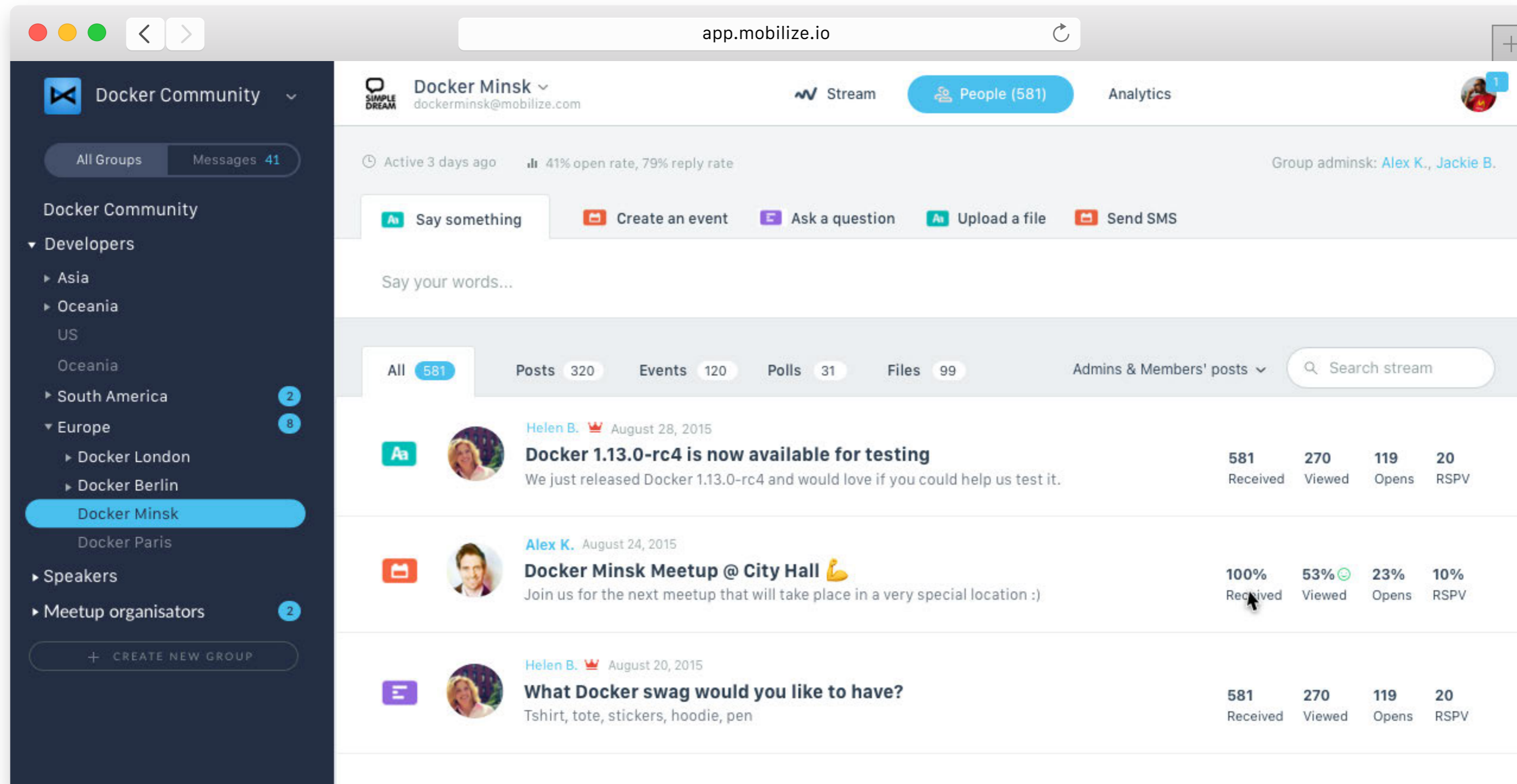
Have questions? Contact us

**Pick Photos**  
STEP 2 OF 4

**UPLOAD**

4 photos selected   Each additional tile is \$9

**Style Photos**



## B2B2C SaaS platform

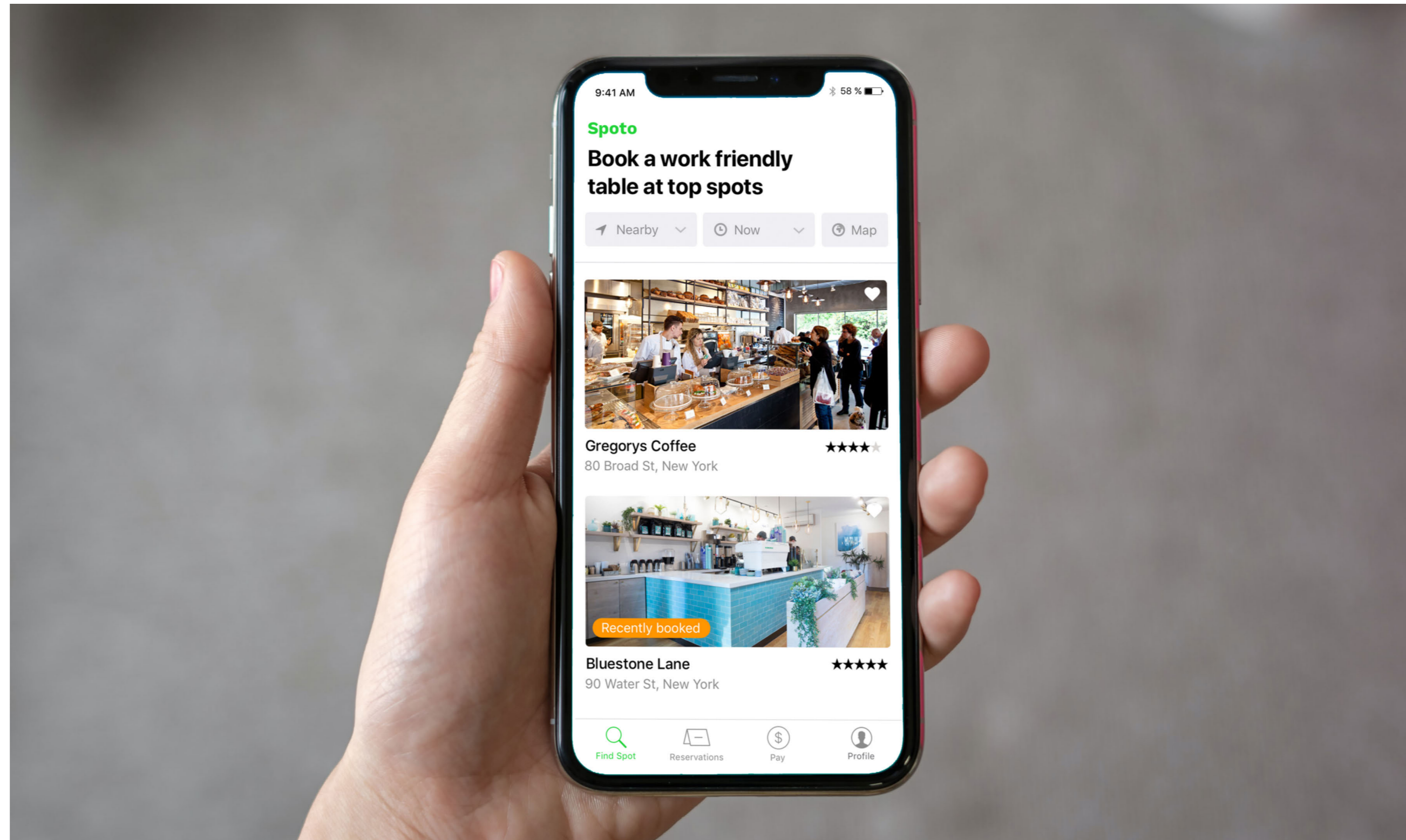
Mobilize is helping organisations like Salesforce, United Nations and Dermalogica (Uniliver) manage their communities. I led the product design and branding.

# Platform design

The screenshot displays a web application interface for a community group named "Docker Minsk".

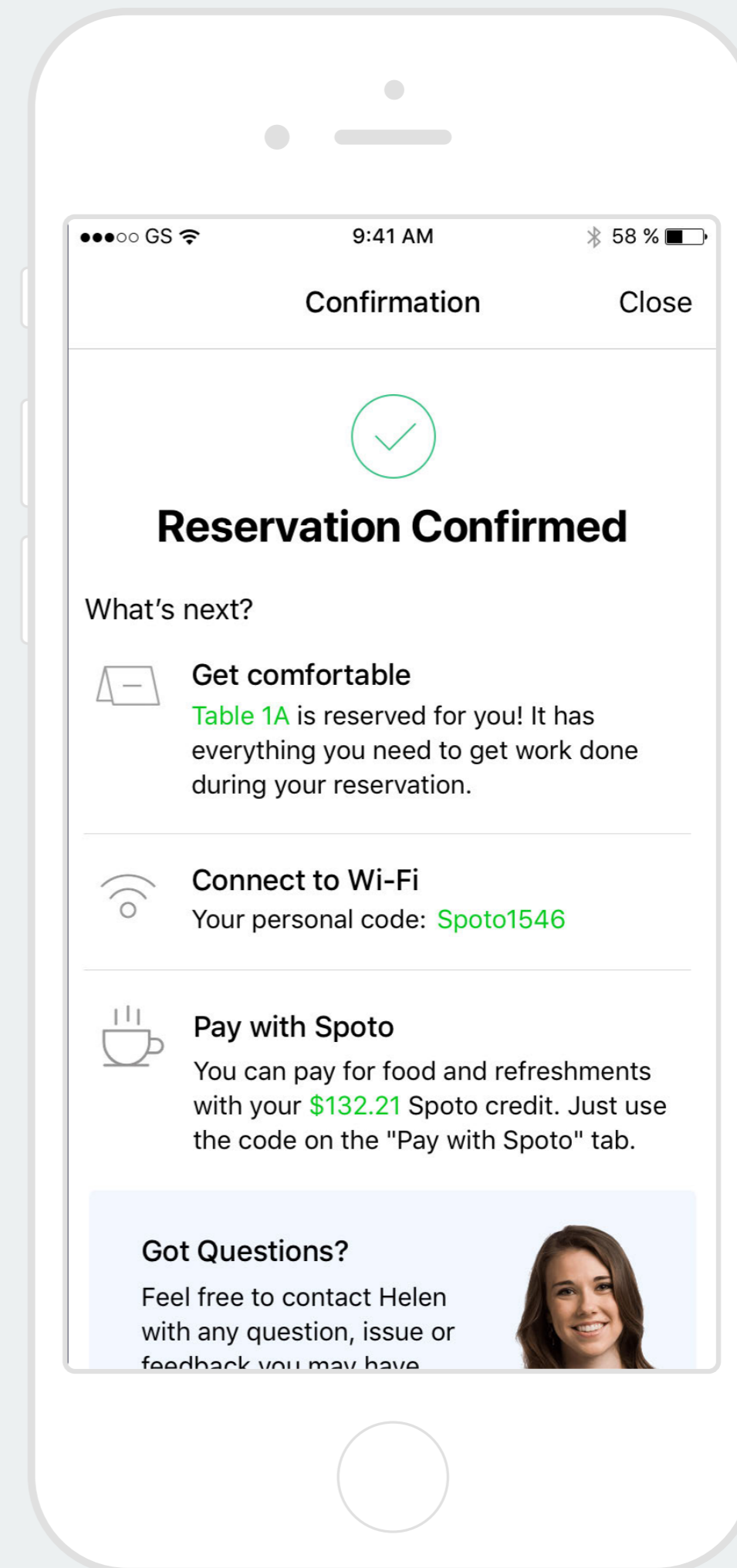
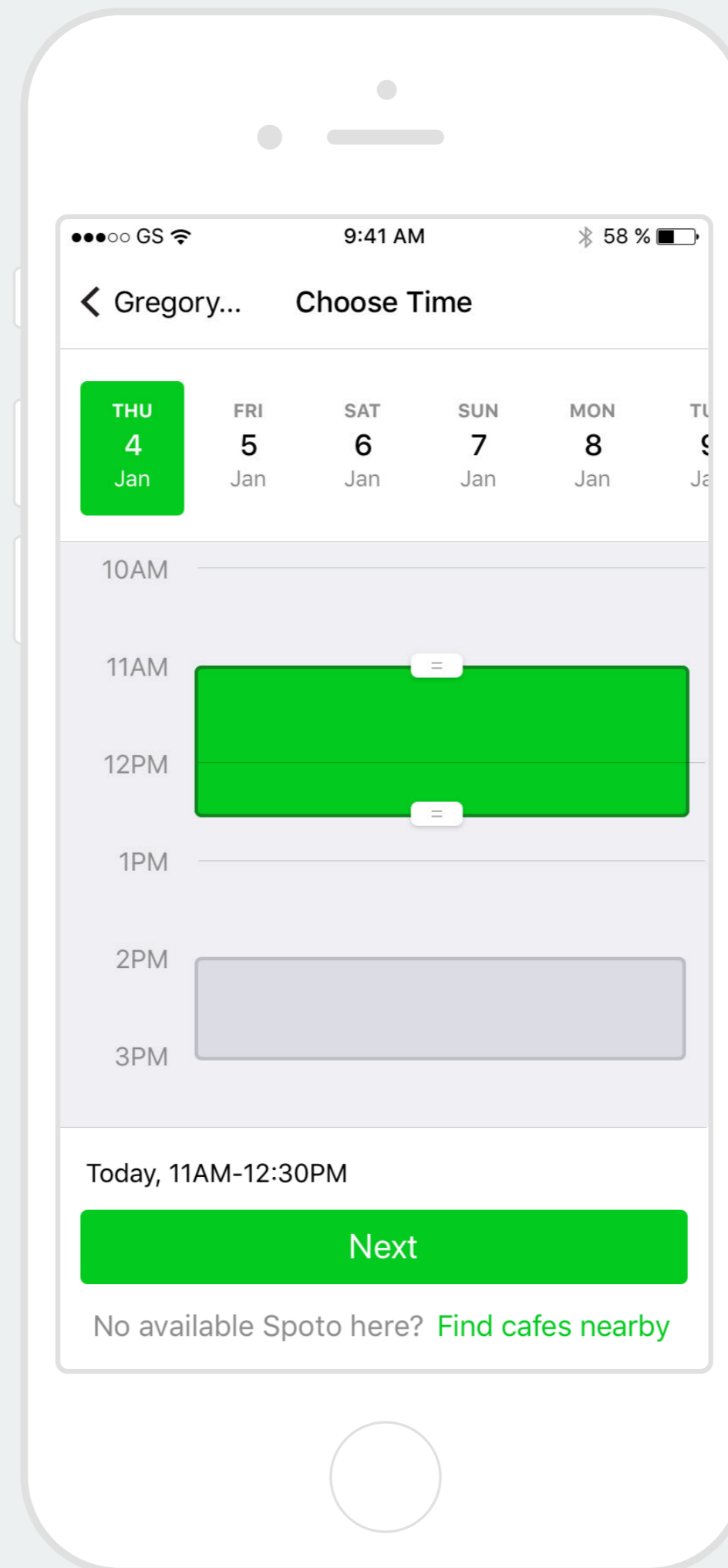
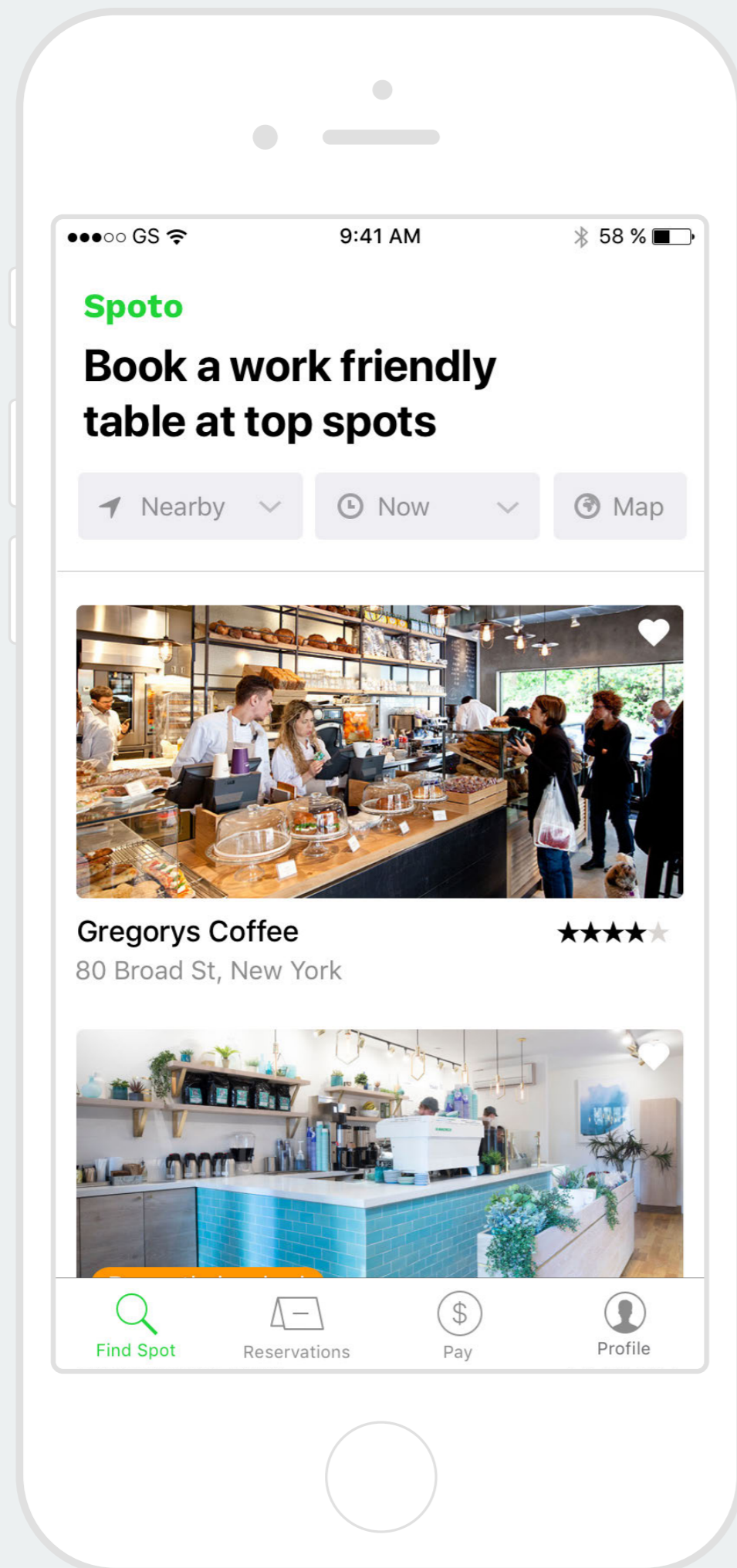
- Left Sidebar:** A dark sidebar with the "Docker Community" logo and a list of groups including "Developers", "Asia", "Oceania", "US", "South America", "Europe", "Docker London", "Docker Berlin", "Docker Minsk" (highlighted), "Docker Paris", "Speakers", and "Meetup organisers". A "CREATE NEW GROUP" button is at the bottom.
- Group Header:** Shows "Docker Minsk" with a dropdown arrow, the email "dockerminsk@mobilize.com", and navigation tabs for "Stream", "People (581)", and "Analytics".
- Discussion Editor:** A form for creating a discussion with tabs for "Public Discussion", "Personalized Email", "Event Invite", and "SMS Blast". It includes a "To:" field set to "All Group", a "Post will be emailed" checkbox, a "Discussion title" field, and a personalized greeting "Hello, {firstname} x". Below is a preview of a discussion post featuring a Mashable article about Google Cloud.
- Activity Feed:** A section with a search bar and a list of activities. The first activity is "Meeting Notes: Advanced Interactive Robotics" by Sharon S. on October 10, 2015, with 170 participants and 13 comments.
- Analytics Dashboard:** A section with various metrics:
  - Events: 16
  - Surveys: 8
  - Files: 18
  - SMS: 9
  - Open rate: 58%
  - Click rate: 29%
  - Public comments: 502
  - Private comments: 109
 It also includes a date range selector for "Nov 6, 2015 - Nov 13, 2015 (This week)" and a bar chart showing data for each day from Nov 6 to Nov 13.
- Post Preview:** A preview of a post titled "What's the best warm destinations in Europe in the winter?" by Alex K., published on August 28, 2015, at 9:41am, with an open rate of 73% and a click rate of 20%.

# Spoto

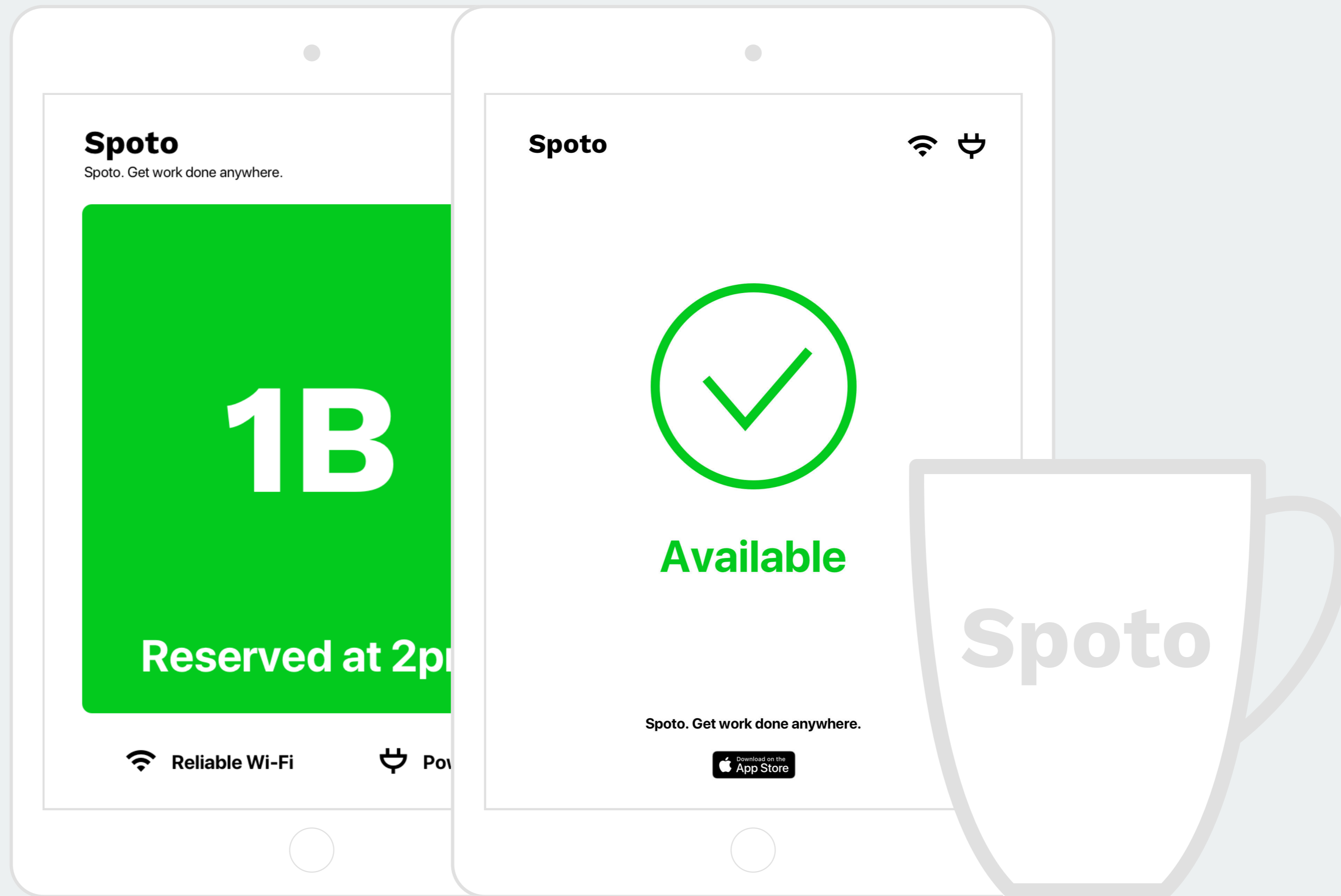


## Mobile app prototype

Spoto helps anyone book a working space at coffee shops. Spoto provides a guaranteed spot, stable internet, electricity sockets, etc.



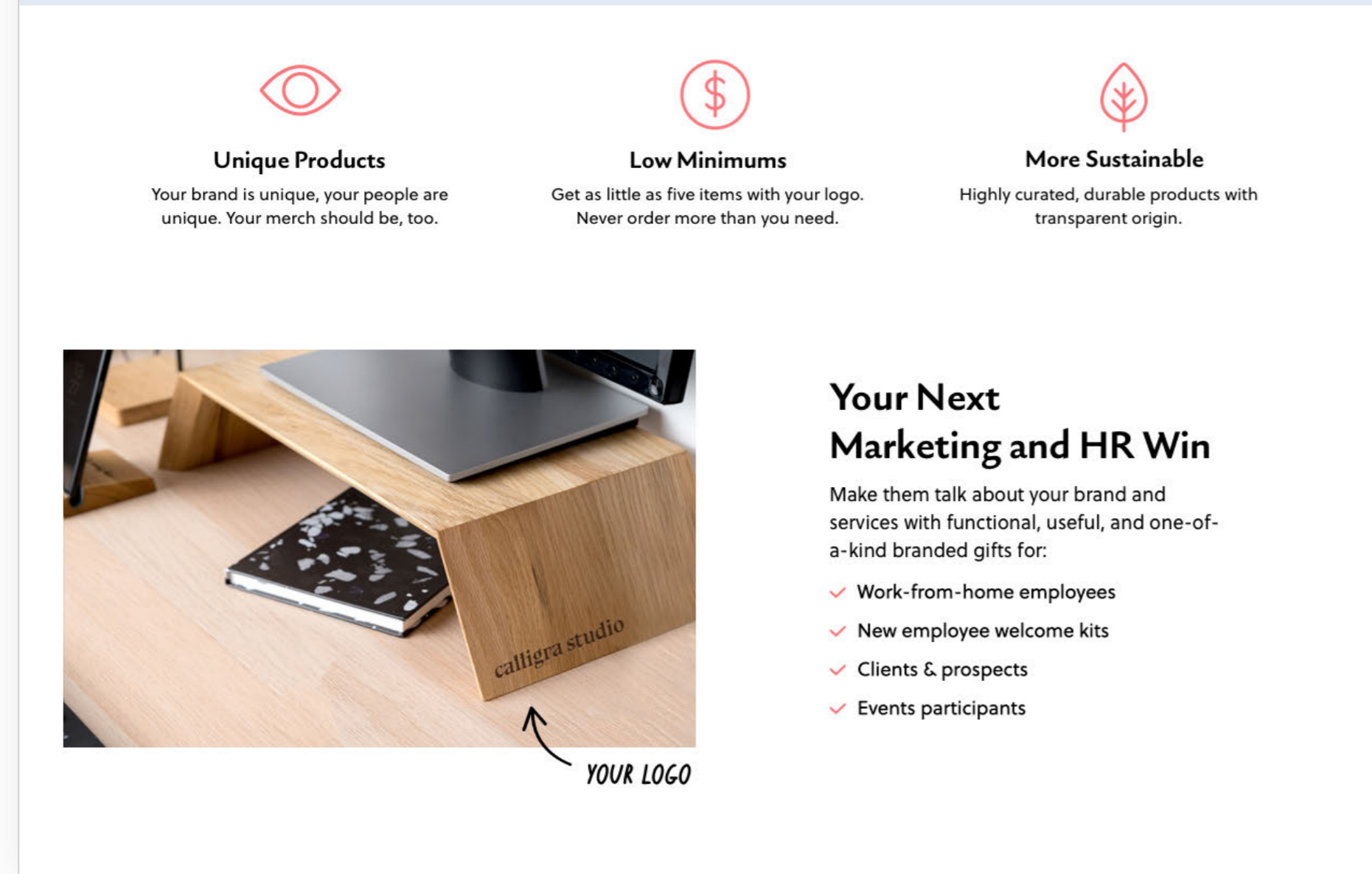
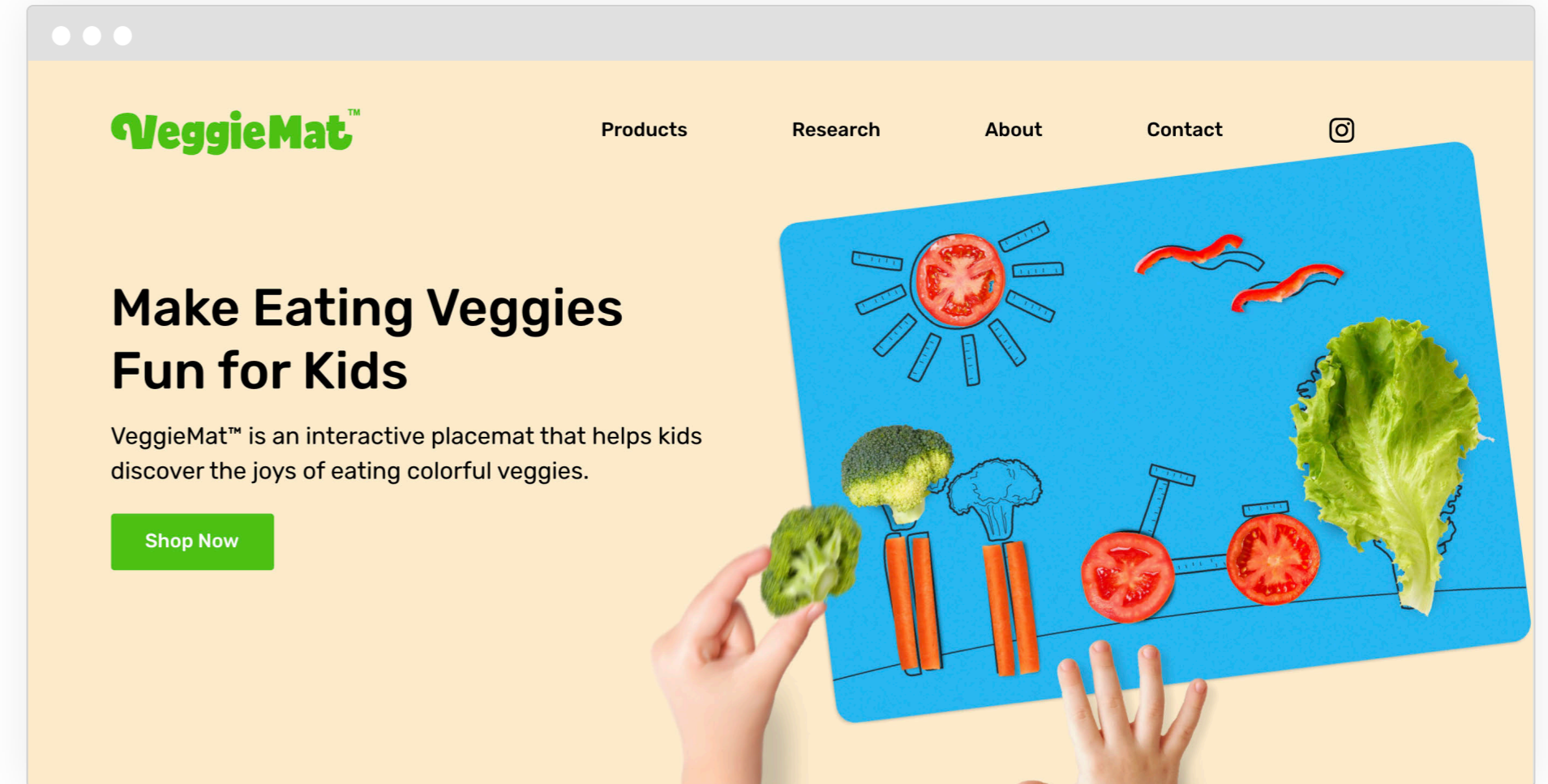
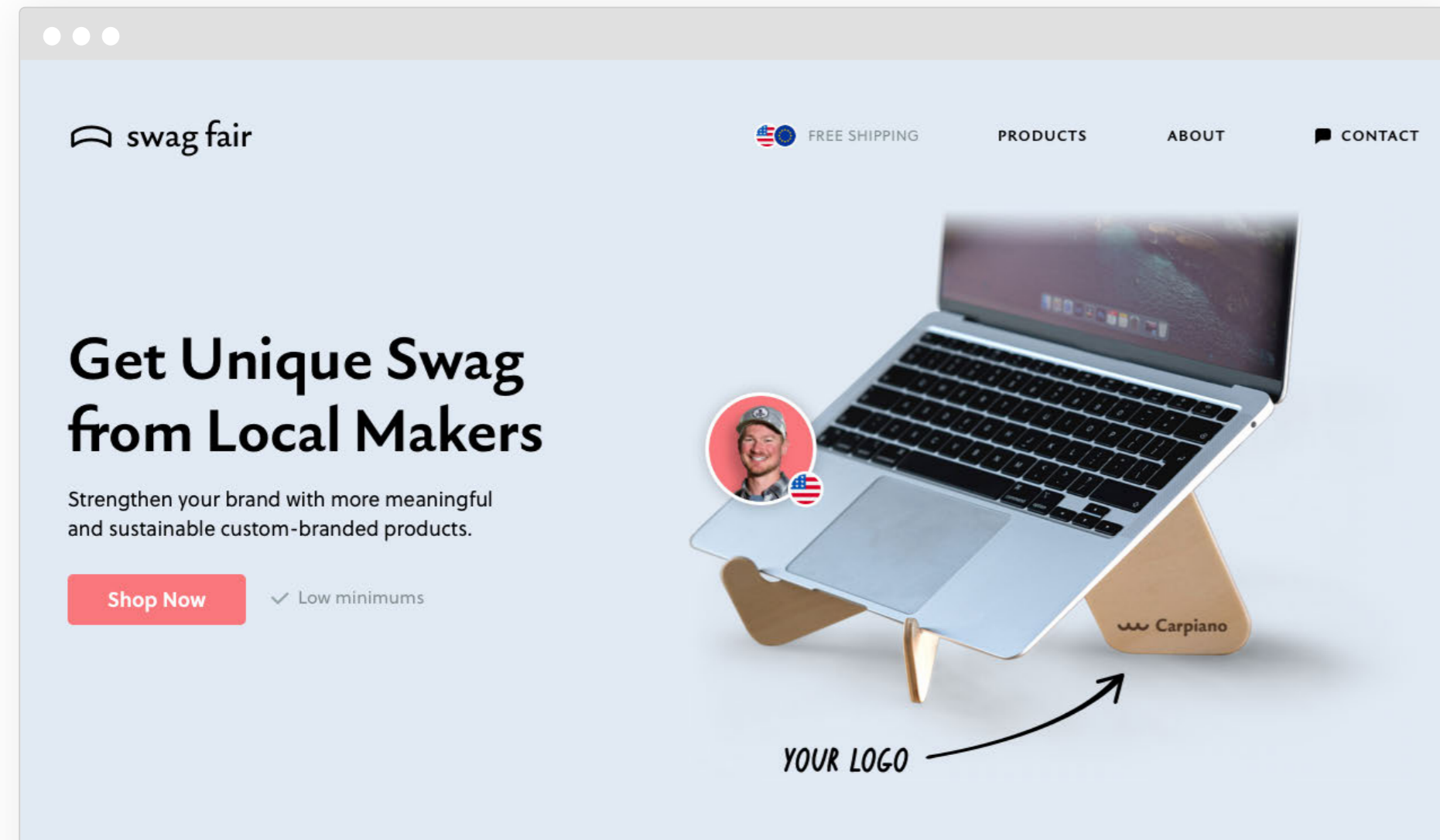
I built an end-to-end prototype in several days to make the product concept ready for presenting to partners and investors. I worked with the entrepreneur behind the product to conduct an in-person user research made among coffee shop owners in NYC.



With Spoto companies can offer a perk of flexible work to their employees. Professionals can book workspace at coffee shops for convenient and uninterrupted work.

# Branding and landing pages

(my own products)







## Contact now

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