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:

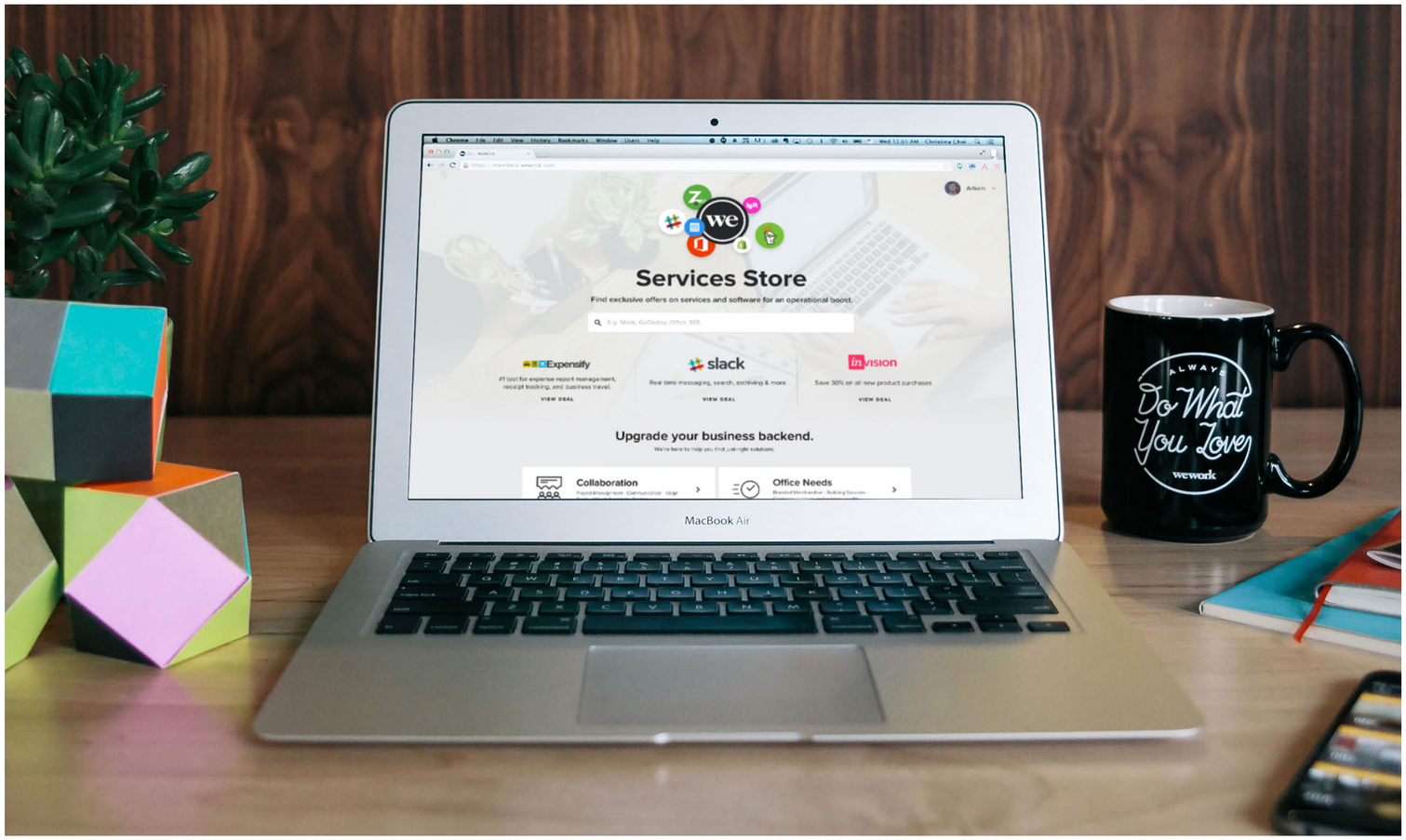
wework

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.

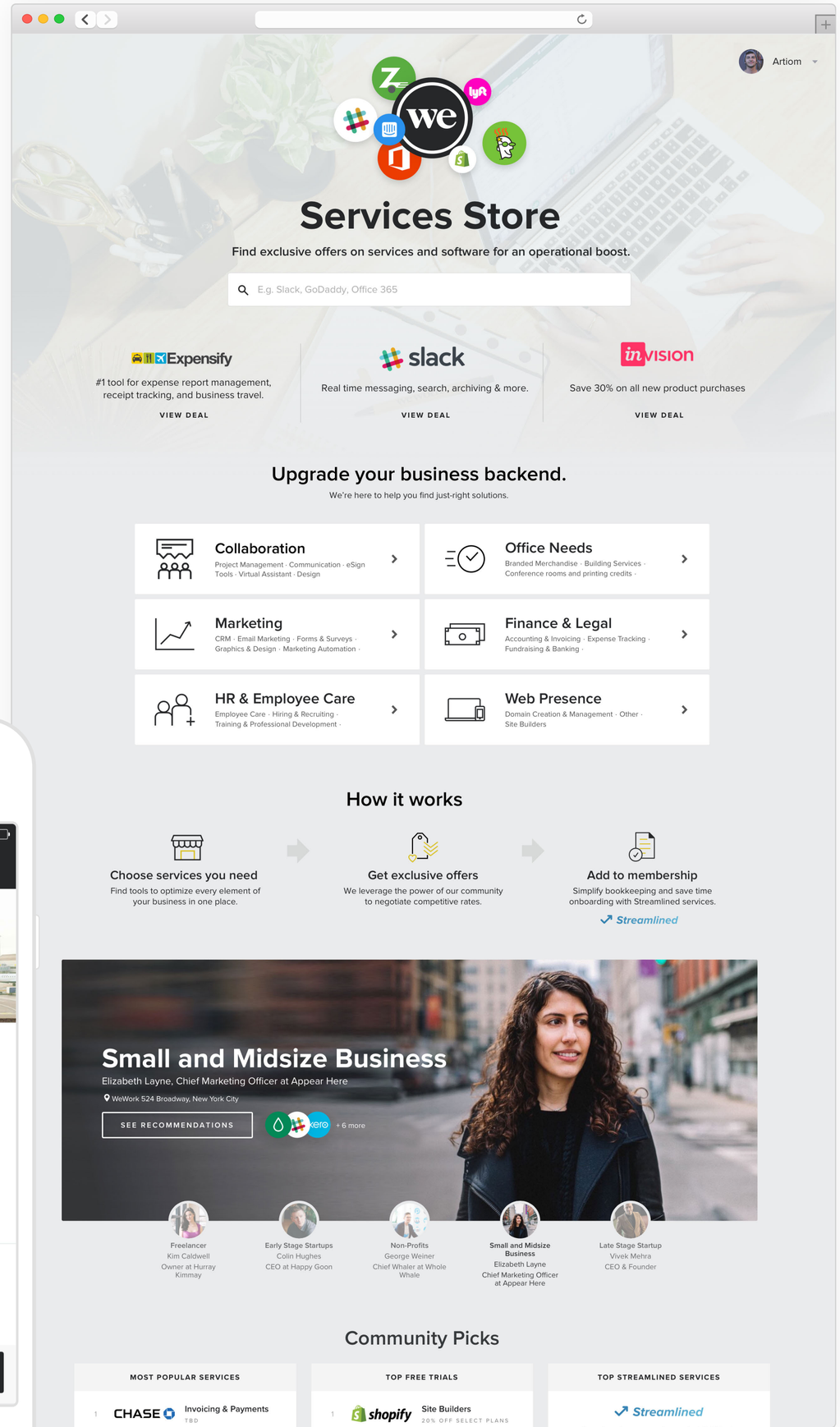
After multiple iterations and testing I created the right branding and visual messaging that successfully performed in explaining product's value proposition.

TechCrunch

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

QUARTZ

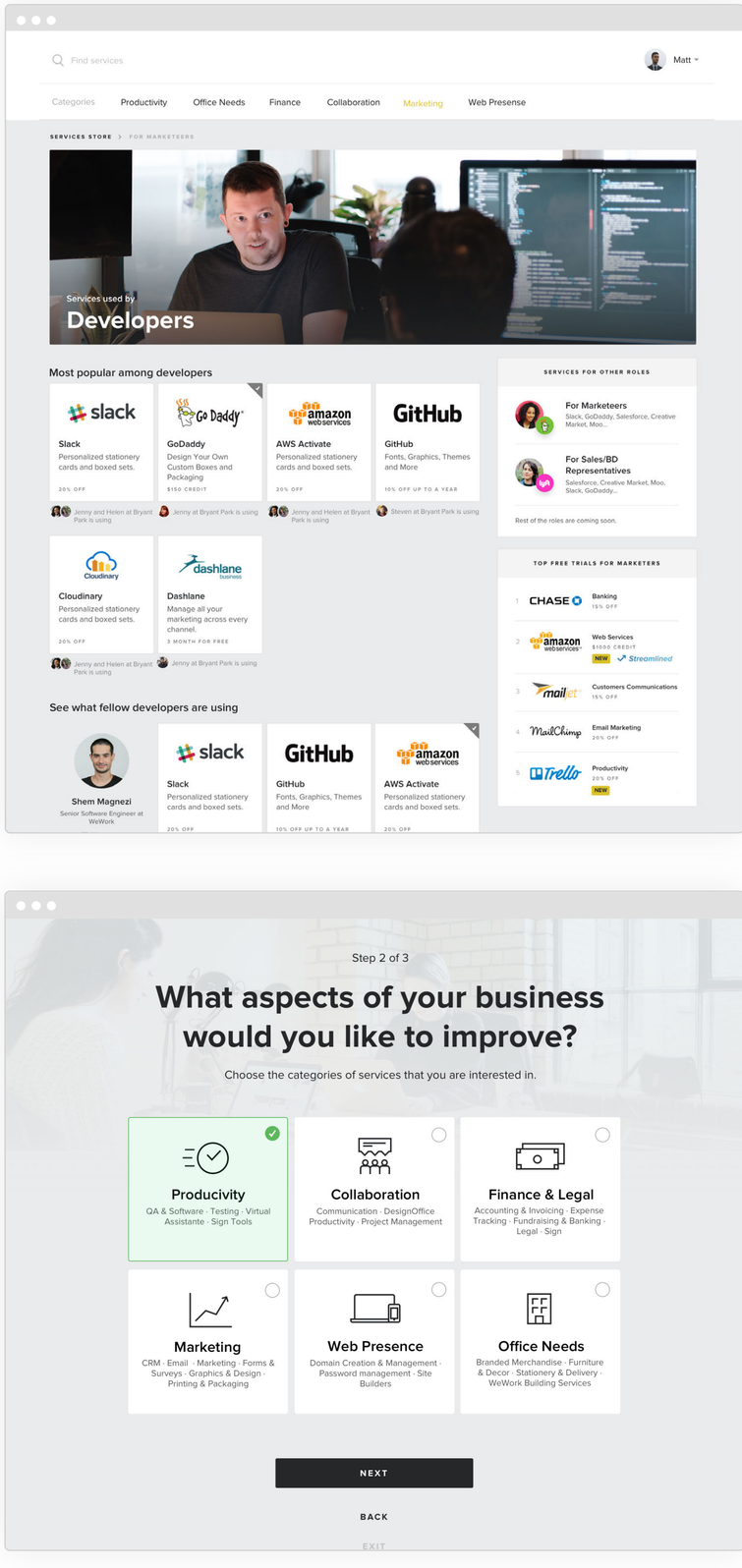
*"Establishing a successful subscription store for business software and other services would be an important step for WeWork."*



# Running multiple experiments

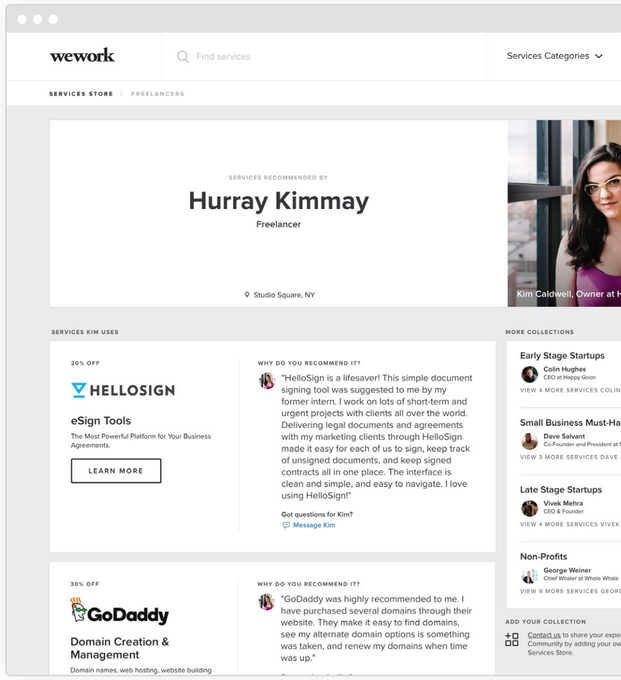
I conducted research to explore how WeWork members find, purchase and manage their apps and services subscriptions.  Using this feedback I initiated several features leveraging the WeWork community and personalizing the results.

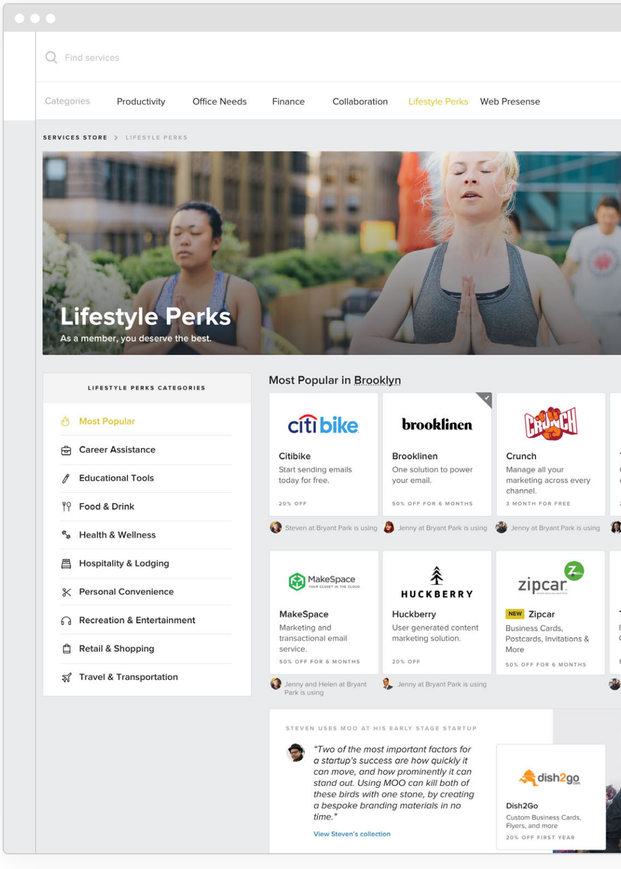
This way we've successfully increased the conversion and helped more members find services to grow their business.

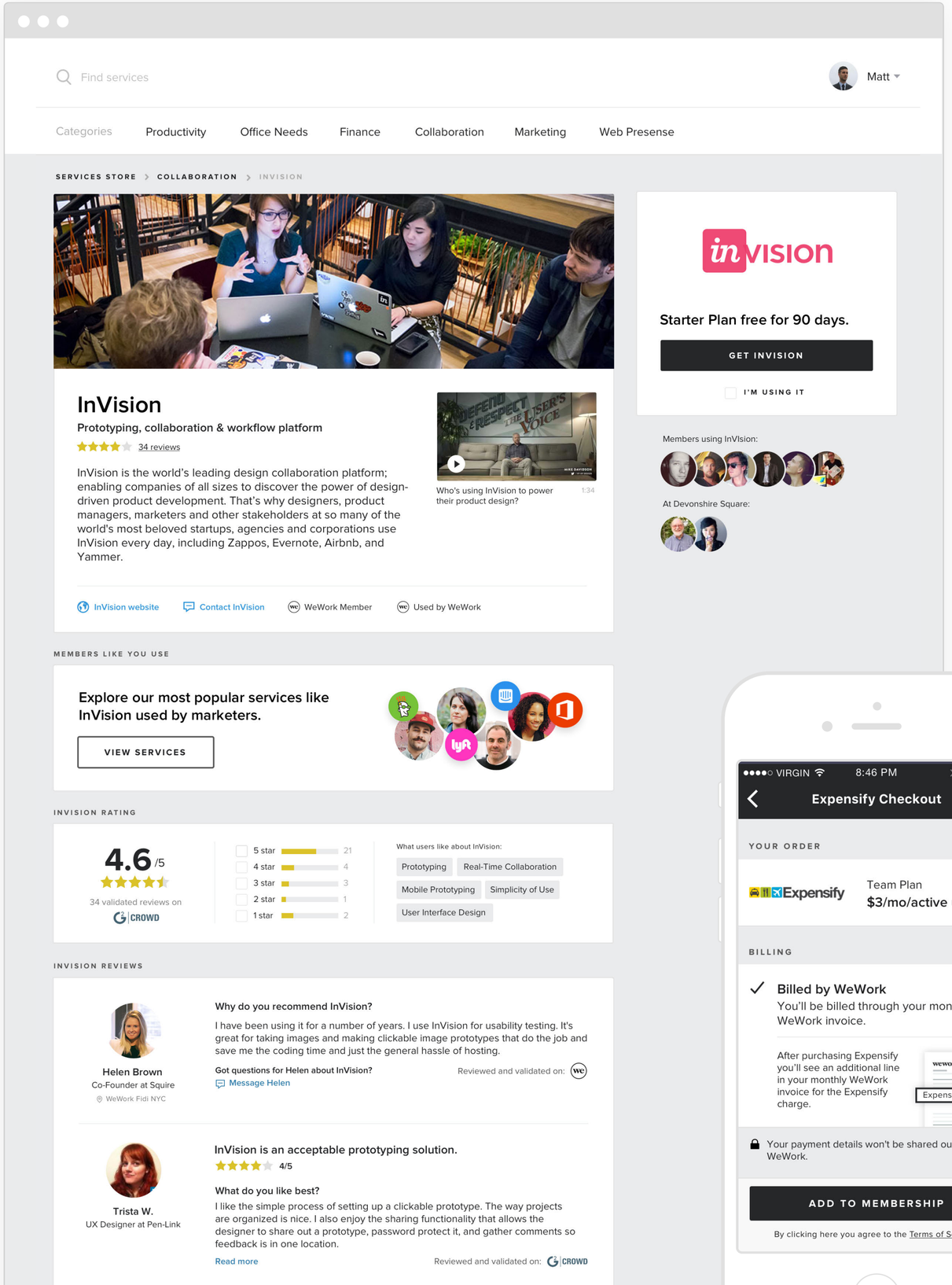


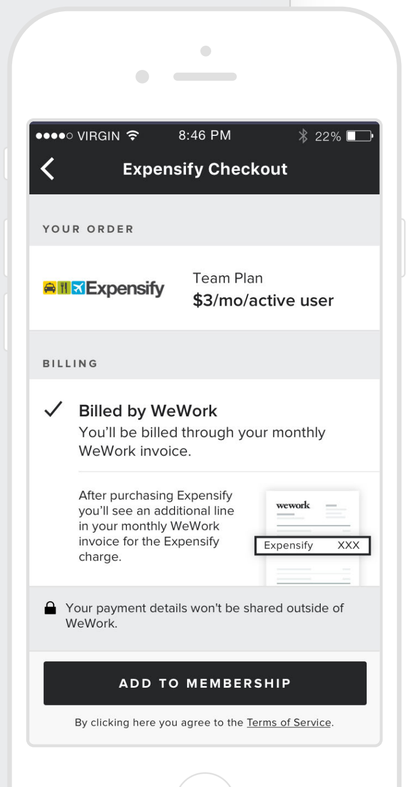








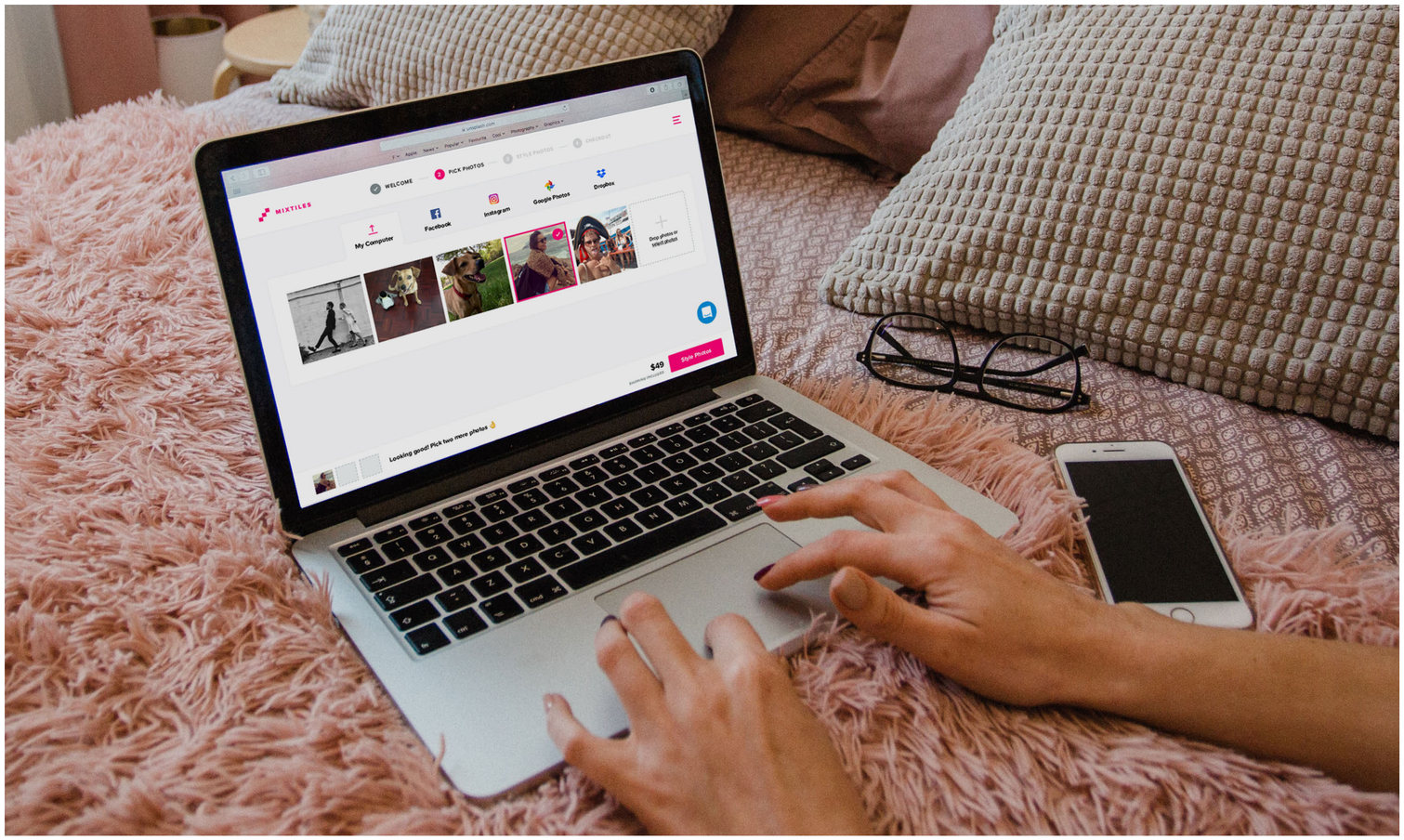




# Creating an effortless experience

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.

MIXTILES

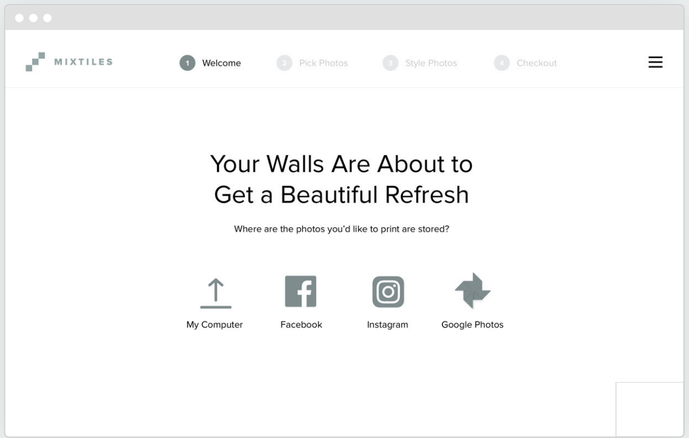


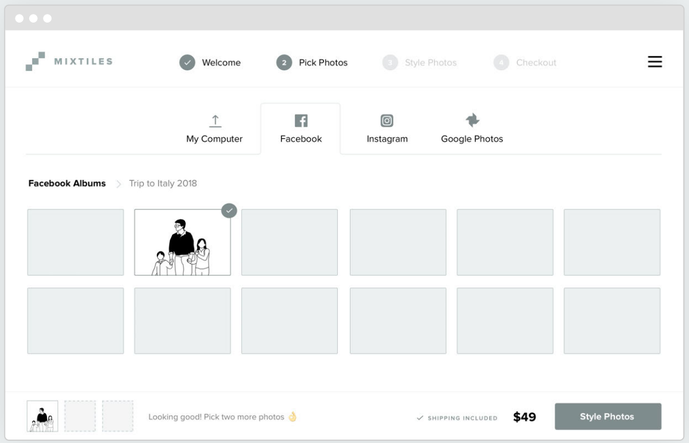

## Consumer web app

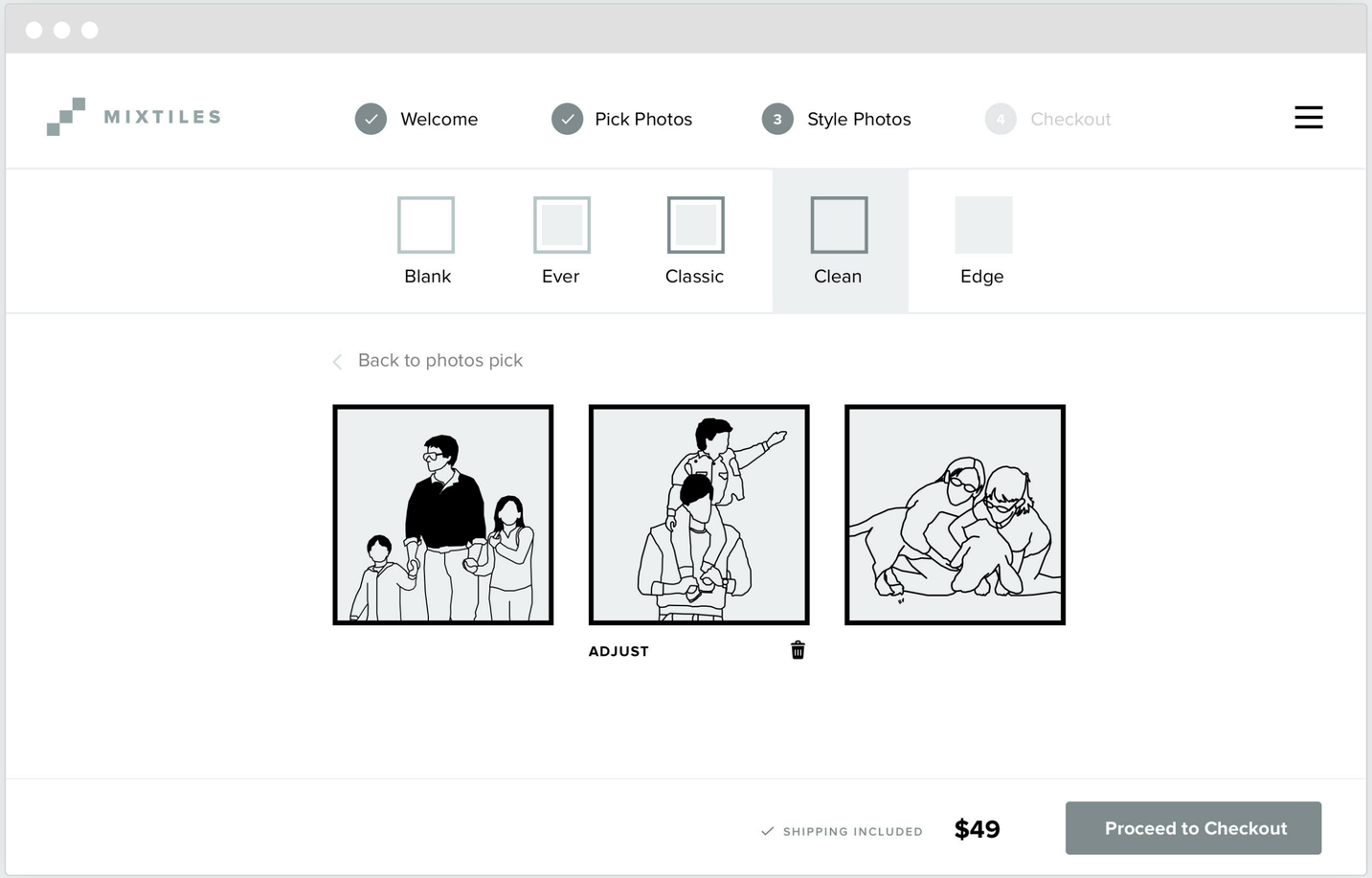
Mixtiles is a consumer brand and one of the most successful wall art businesses ($120m in revenue). I helped the company increase their revenue by bringing their product from native mobile app only to the web.

# Design wireframes

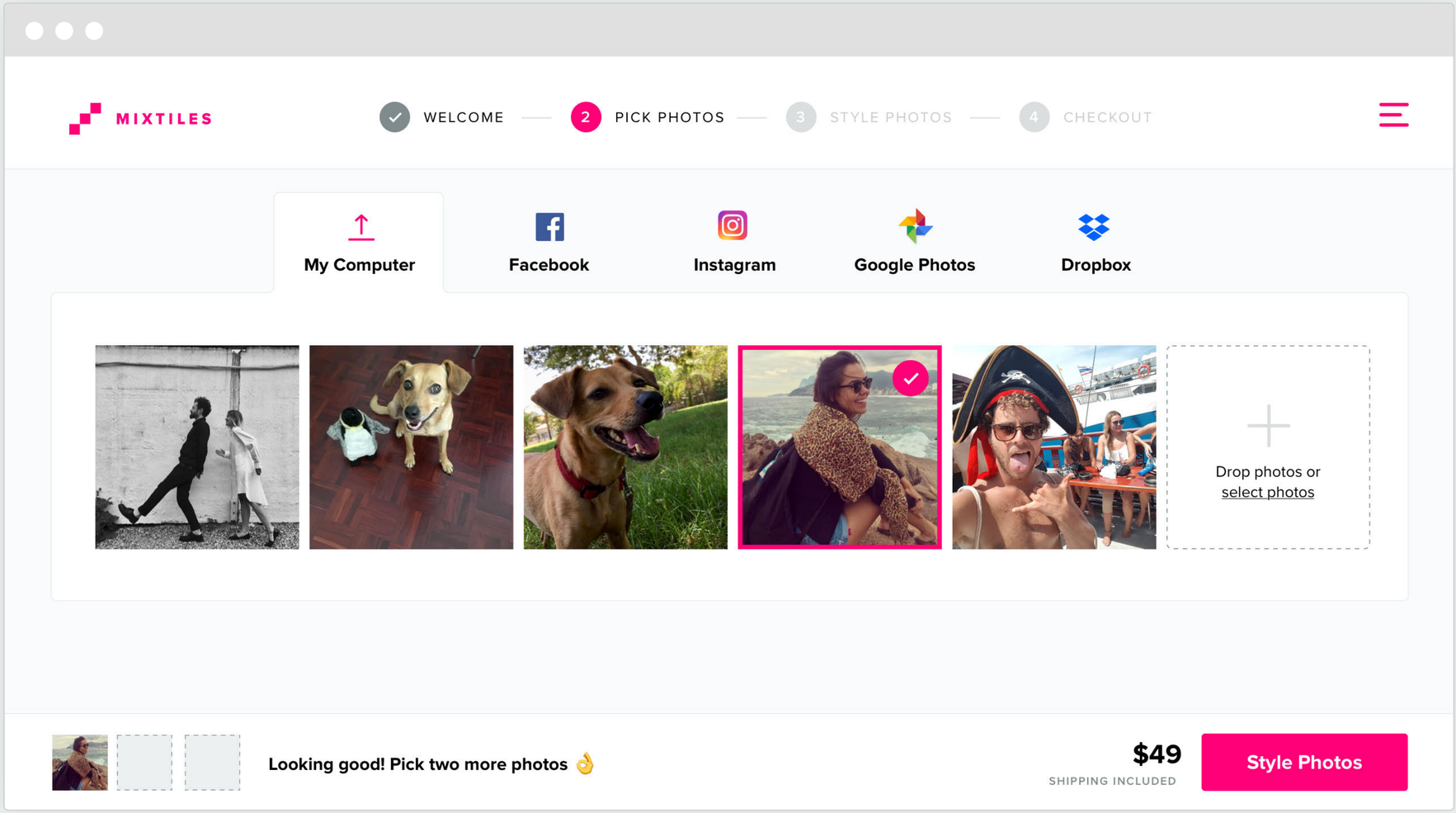
Play prototype

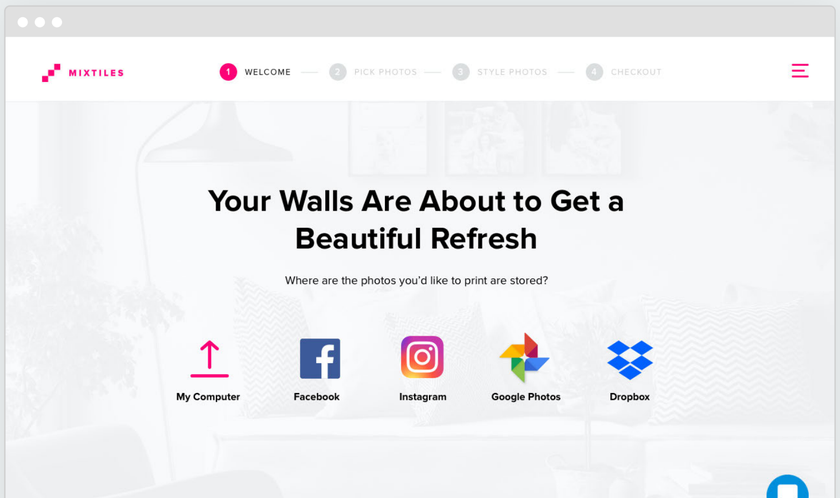


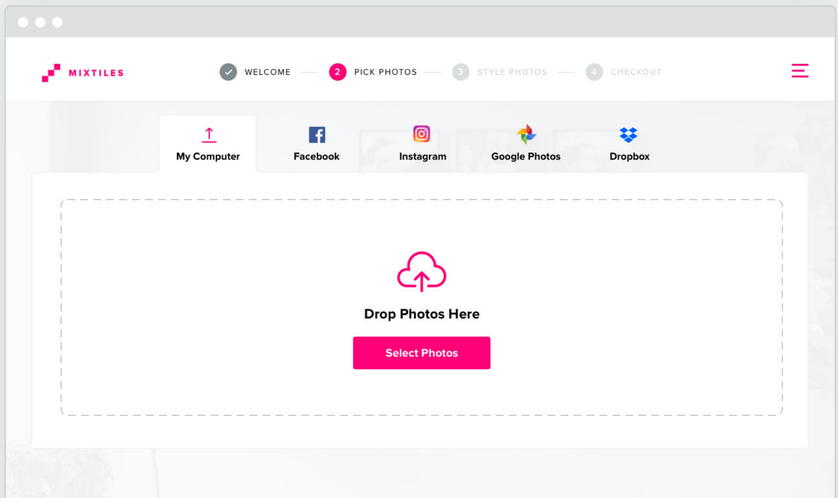



# Final design



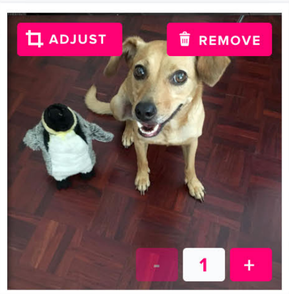



MIXTILES

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 11021
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 $48
Standard shipping (Edit) FREE

Standard FREE
Delivered by June 15
Expedite $12
Delivered by June 3
SAVE

Tax $7
Total $56

Place Order ($56)

Have questions? Contact us

## Pick Photos

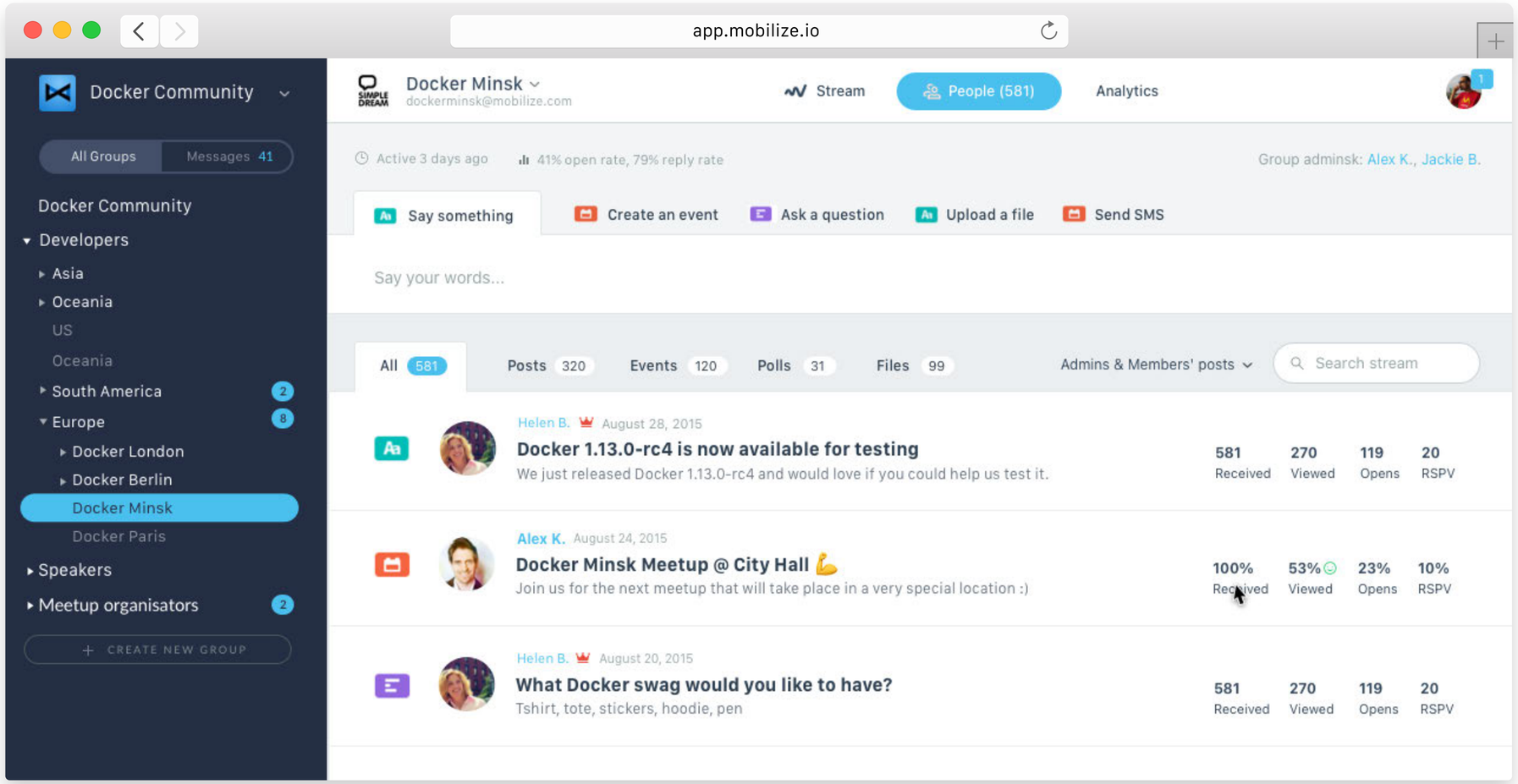
STEP 2 OF 4

UPLOAD

4 photos selected — Each additional tile is $9

Style Photos

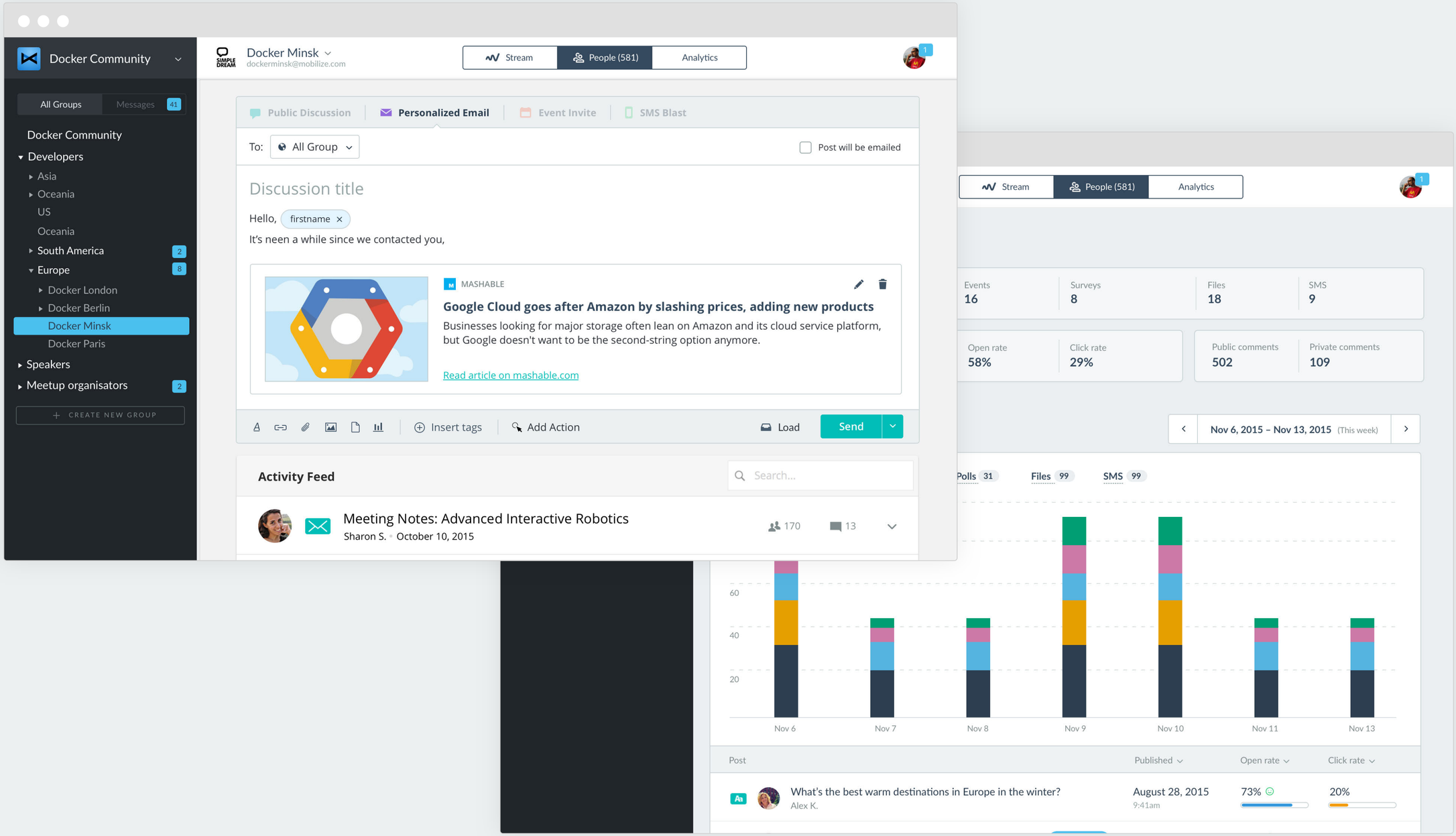
# &mobilize



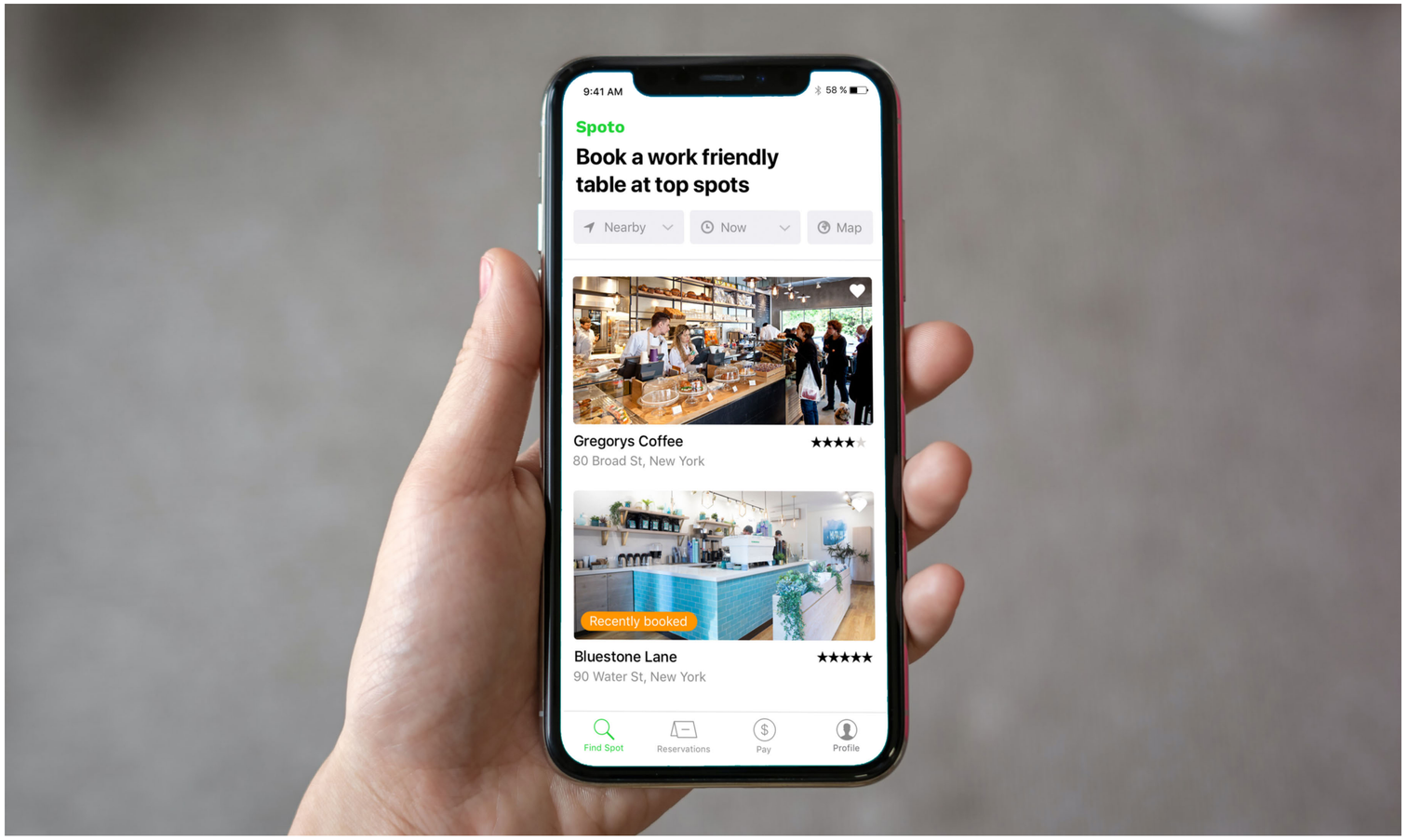

## B2B2C SaaS platform

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

# Platform design

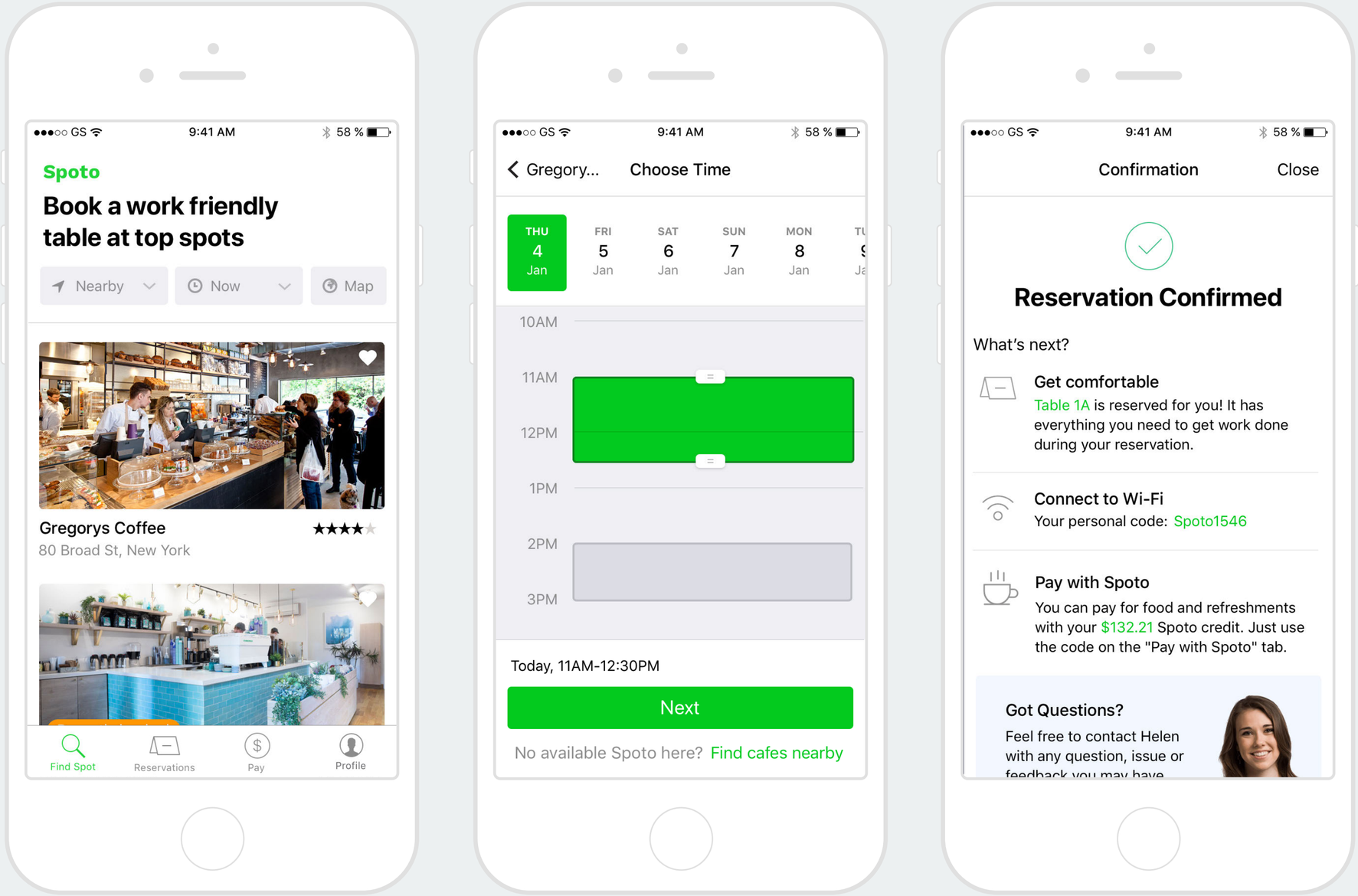


# Spoto

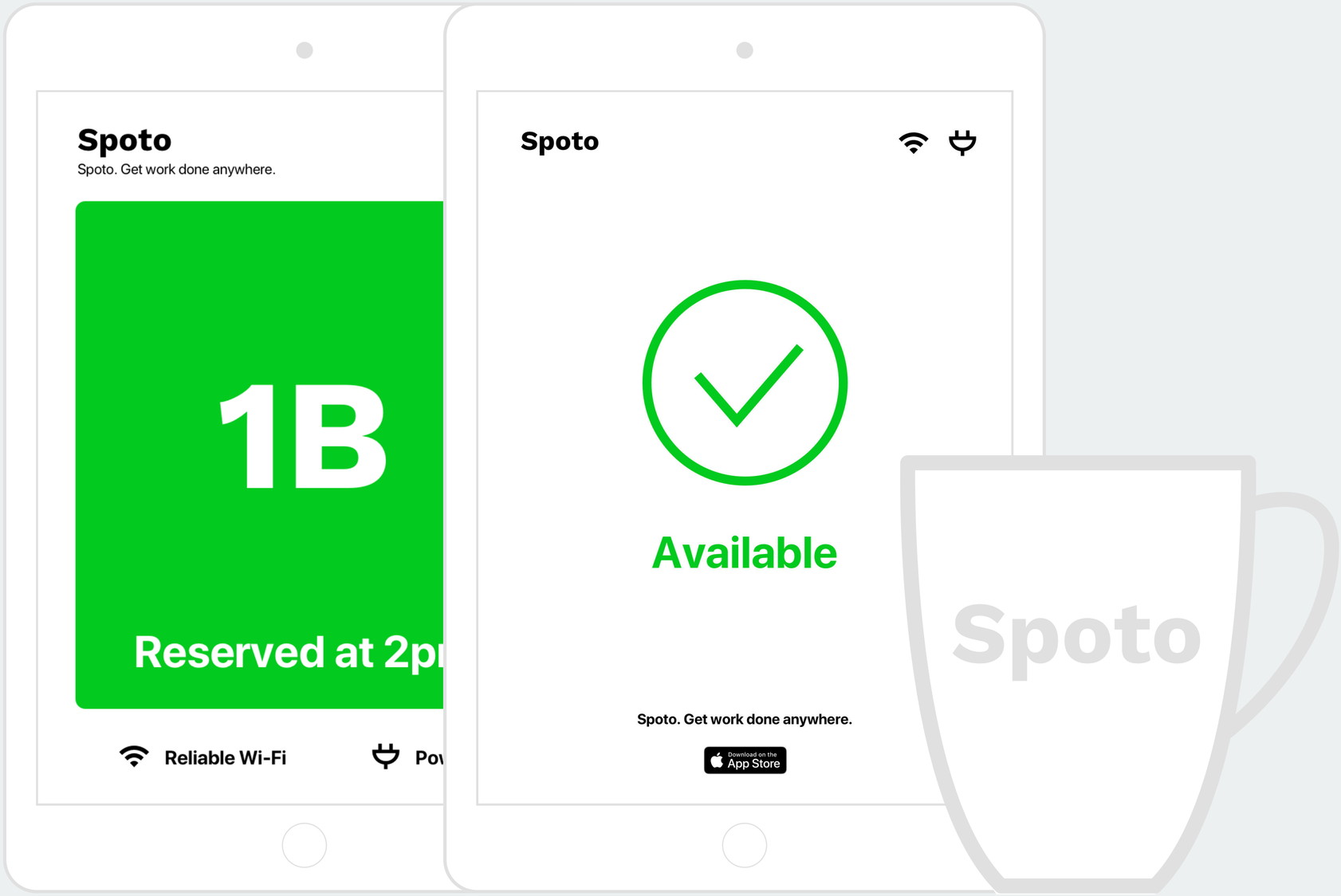



## Mobile app prototype

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



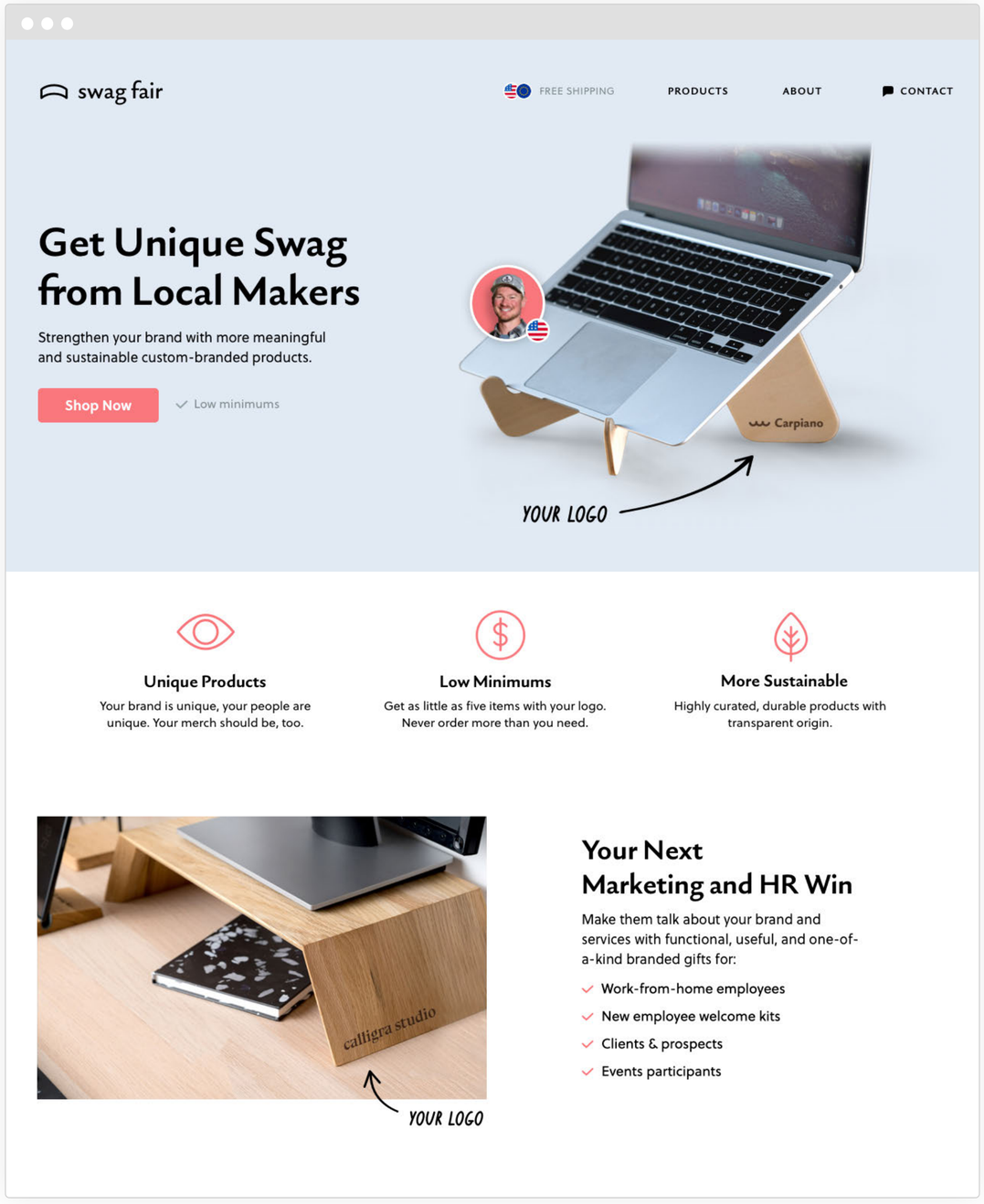

I built an end-to-end prototype in several days to make the product concept ready for presenting to partners and investors. I worked with the entrepreneur behind the product to conduct an in-person user research made among coffee shop owners in NYC.

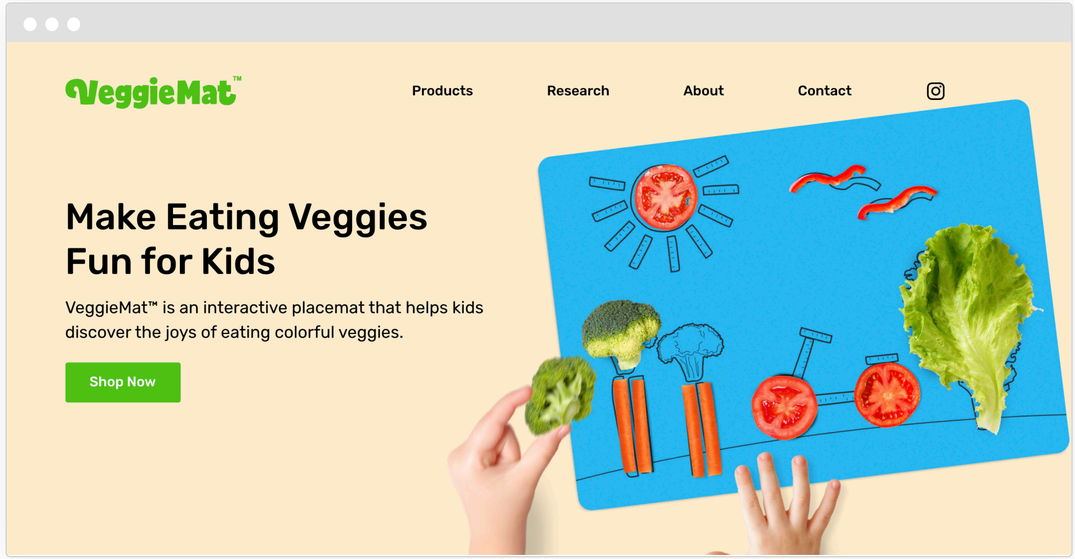


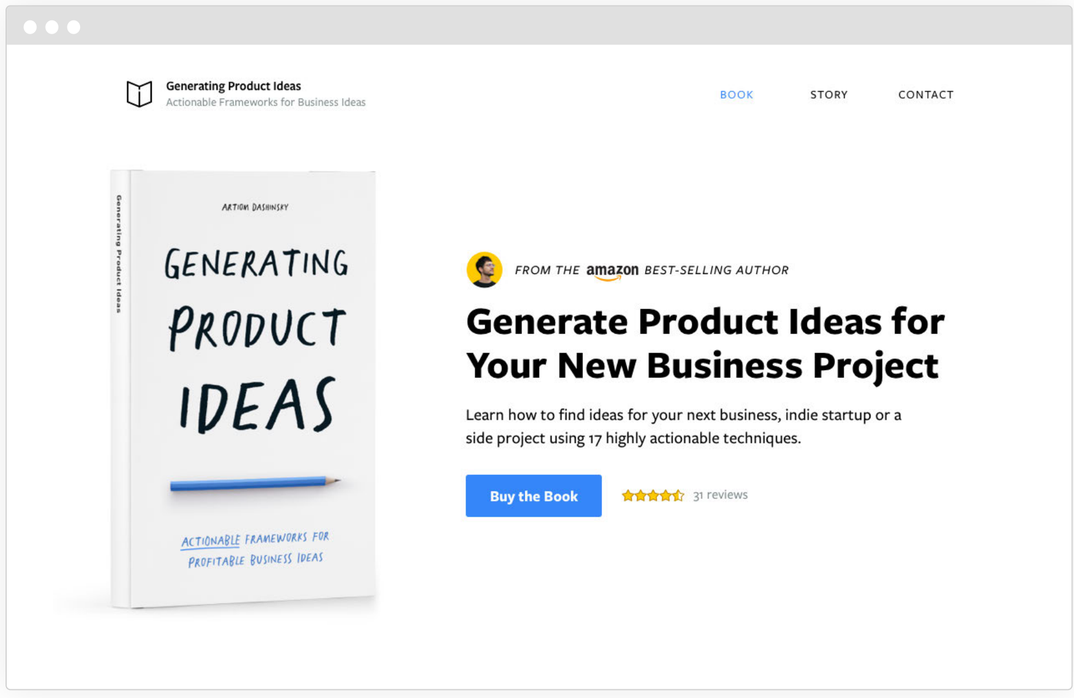

With Spoto companies can offer a perk of flexible work to their employees. Professionals can book workspace at coffee shops for convenient and uninterrupted work.

# Branding and landing pages

(my own products)



## Contact now

@hvost

dashinsky.com

hvoostik@gmail.com