

Hi, I'm Serg Smith, Product and UI/UX Designer.

I'm dedicated to providing innovative end-to-end design solutions for SaaS products whether it's branding, product design, information architecture, UI/UX design. Having a massive successful experience, I know how to approach the creation of a project at all stages of its evolution from an MVP to a great product with a multi-million dollar investment.

Specialties: product design, user stories, information architecture, user experience, user workflows, interactive prototyping, user interface design, visual design, interaction design, iconography/illustrations, and design systems.

Experience

Product & UI/UX Designer, Founder

Artesian.Space
Nov 2015 - Present

Chief Product & Design Officer

OJSC WebTV
Nov 2012 - Oct 2015

Art Director

Rutube
Dec 2008 - Feb 2012

Art Director

Hearst Shkulev Media
Feb 2007 - Dec 2008

Art Director

Aplex Internet Solutions
Mar 2004 - Jan 2007

Education

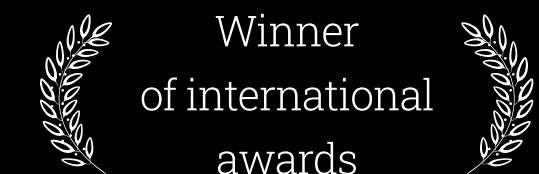
MADI Technical University

– Master's degree in
Information Technology,
Systems of Artificial
intelligence.

– Master of Bachelor in
Internet Technologies.

RealTime School

– Adobe certificate.



Projects

ArincDirectSM Flight Operations System (FOS[®])

ArincDirectSM is in 25 years the most used solution to managing more than 75% of US business aviation. It is pricing, charter quoting, customer interactions, and analytics.

This unparalleled blend in the industry offers remarkable advantages to charter operators, brokers, and corporate flight departments.

stellar.aero

The screenshot displays the Stellar FOS interface. At the top, the Stellar logo is on the left, and navigation links for Products, Stellar Cloud, News & Events, Careers, and CONTACT US are on the right. The main content area shows 'Trip #1234' managed by Jean Hoffman, Apollo Jets, with a route SFO 01 TEB 02 VNY 03 BOS 04 MIA. Below this, there are three defined options, each for a Hawker 800XP aircraft, operated by Demo Aviation on a Wholesale program, with 3 warnings, a cost of \$21,987.00, a 7% margin, and a total price of \$21,987.00. A map overlay on the right shows the location of Ronald Reagan Washington National Airport (KDCA/DCA) in Washington, DC, with details such as 'Civil, Avgas and jet fuel, Customs', 'Takeoff Distance — 7000+ Ft', and 'Landing — 7000+ Ft'. A sidebar on the far right contains a 'FILTERS' section with various criteria like Year, Type, Size, Tail Numbers, etc.

STELLAR Products Stellar Cloud News & Events Careers **CONTACT US**

Trip #1234 Jean Hoffman, Apollo Jets SFO 01 TEB 02 VNY 03 BOS 04 MIA

Options 6 onfleet 32 marketplace

DEFINED OPTION Generated at 12:30, 22/01/18

N110WS	SFO 01	TEB 02	VNY 03	BOS 04	MIA	
Model	Operator	Program	Warnings	Cost	Margin	Total Price
Hawker 800XP	Demo Aviation	Wholesale	3	\$21,987.00	7%	\$21,987.00

OPTION 2 Generated at 12:30, 22/01/18

N12BJK	SFO 01	TEB 02	VNY 03	BOS 04	MIA	
Model	Operator	Program	Warnings	Cost	Margin	Total Price
Hawker 800XP	Demo Aviation	Wholesale	3	\$21,987.00	7%	\$21,987.00

OPTION 3 Generated at 12:30, 22/01/18

N13CLN	SFO 01	TEB 02	VNY 03	BOS 04	MIA	
Model	Operator	Program	Warnings	Cost	Margin	Total Price
Hawker 800XP	Demo Aviation	Wholesale	3	\$21,987.00	7%	\$21,987.00

Collected 1 Collected

Washington

Ronald Reagan Washington National Airport, KDCA/DCA

Civil, Avgas and jet fuel, Customs
Takeoff Distance — 7000+ Ft
Landing — 7000+ Ft

DETAILS **SELECT**

FILTERS

- Year
- Type
- Size
- Tail Numbers
- Max Passengers
- Rate Types
- Refurbish Date
- Safety Ratings
- Stops
- Amenities
- Warnings

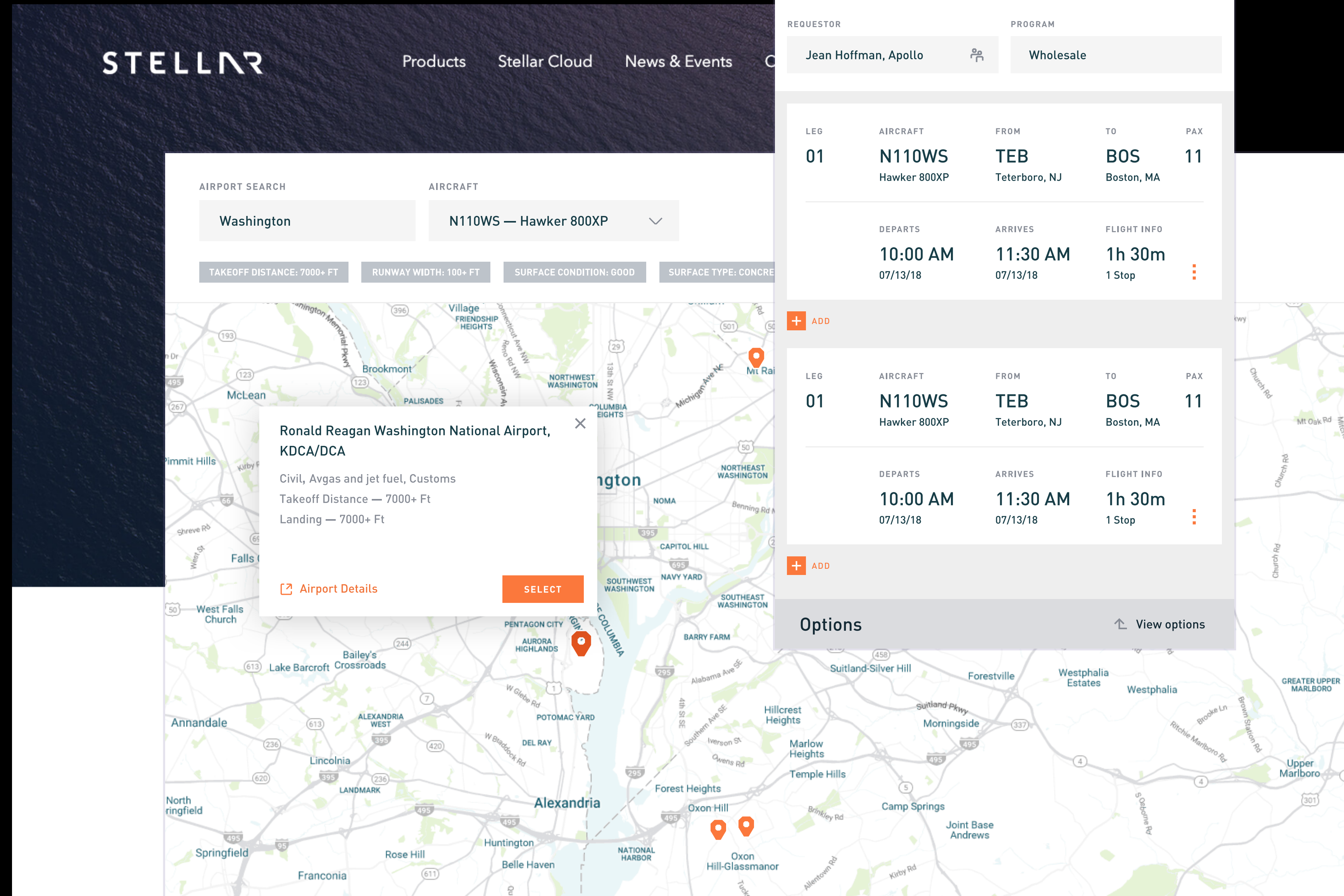
Projects

The Challenge

is a completely redesign FOS[®] with a modern architecture, intuitive and easy-to-use interface, and new improved cloud-based features in accordance with modern business requirements.

The Solution

The design system and the main product design were developed, which became the basis for further creating a system of related products for the aviation industry.



that can actually be flown are quoted.

Available now to all US-based Stellar Cloud customers, Stellar's quoting solution is designed to supersede your current APINC/Inet Flight Operations System (FOS[®])

Projects

Secureframe

The automated all-in-one governance, risk, and compliance platform that helps companies to achieve and maintain continuous security and privacy compliance with speed and ease – including SOC 2, ISO 27001, PCI DSS, HIPAA, GDPR, CCPA, and more.

secureframe.com

The screenshot displays the Secureframe dashboard interface. On the left is a dark blue sidebar with navigation options: Home, Tests, Controls, Frameworks (highlighted), Personnel, Asset Inventory, Policies, Vulnerabilities, Integrations, Vendors, Vendor Access, Risk Management, Data Room, and Security Questionnaires. The main content area is white and features several key sections:

- Active Frameworks:** A grid of four cards showing progress for SOC 2, ISO 27001, and two custom frameworks. Each card includes a progress bar, 'Enabled Tests' count, and 'Passing' percentage.
- Tests:** A table listing specific tests with columns for Status, Name, Owner, Vendor, Resource category, and Type. The table includes tests like 'Hard drive encryption is enforced', 'HIPAA Security Policy and Procedures', 'HIPAA-related compliance reports', and 'Cybersecurity insurance is in place'.
- Available Frameworks:** A panel on the right showing progress for SOC 2 Type II (67%), ISO 27001 (52%), and NIST 800-53 (52%).
- Personnel:** A summary showing 46 total active personnel, with 90% onboarding and 12 uncategorized.
- Assets:** A summary showing 341 total assets, with 4 unassigned.
- Get audit ready:** A section at the bottom with tabs for 'All', 'My Tasks', and 'Unassigned', listing tasks like 'Add cloud resources' and 'Add metadata to 5 vendors'.

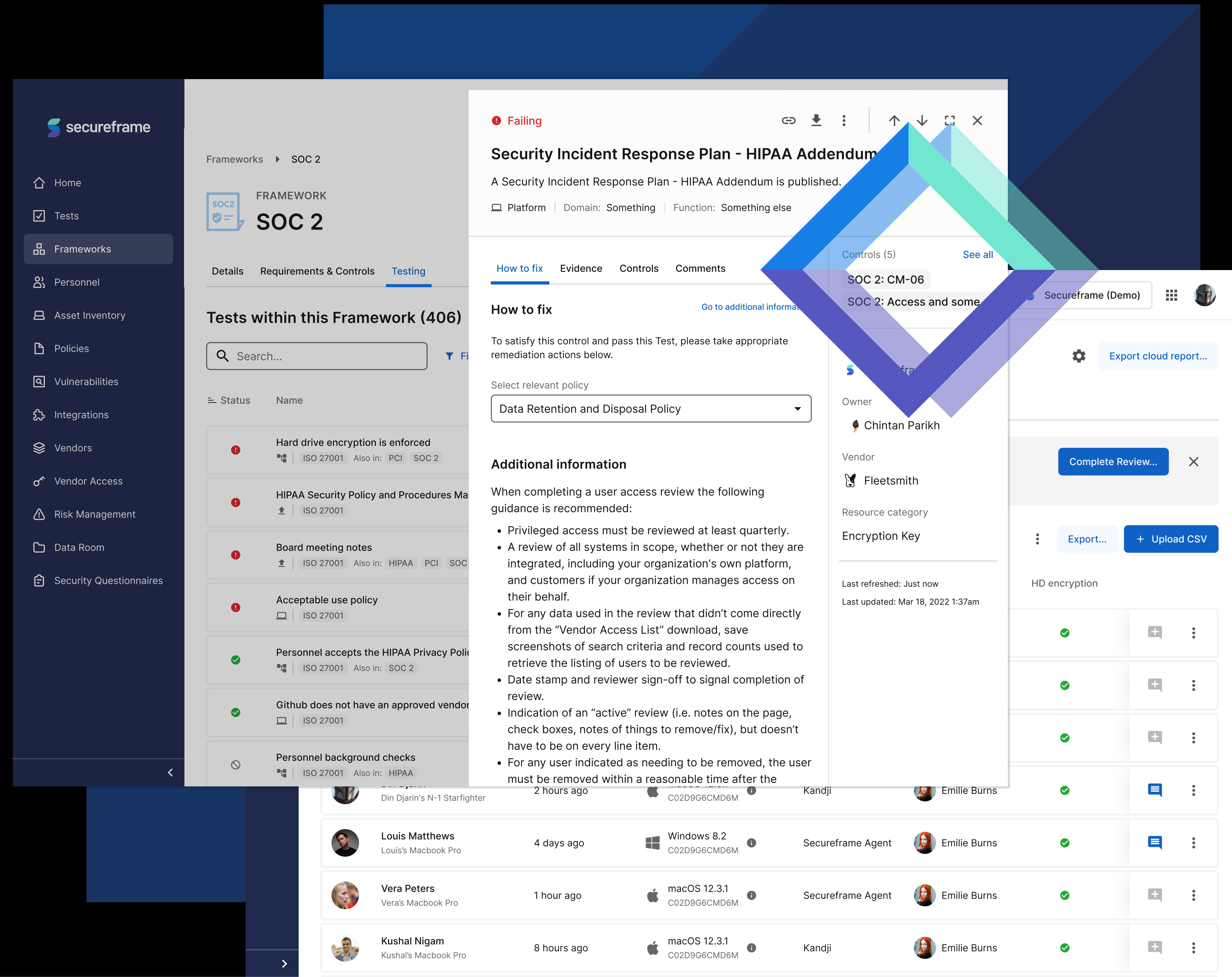
Projects

The Challenge

was to join the project at the start to create branding, MVP, UI/UX design, tons of graphics, advertising, and presentations.

The Solution

For more than 2 years of work on the project, the comprehensive design solution has been completed from an idea to a popular product. Secureframe has raised almost 100 million investments, the team has grown from 5 people to 180+, and thousands of clients trust the service.



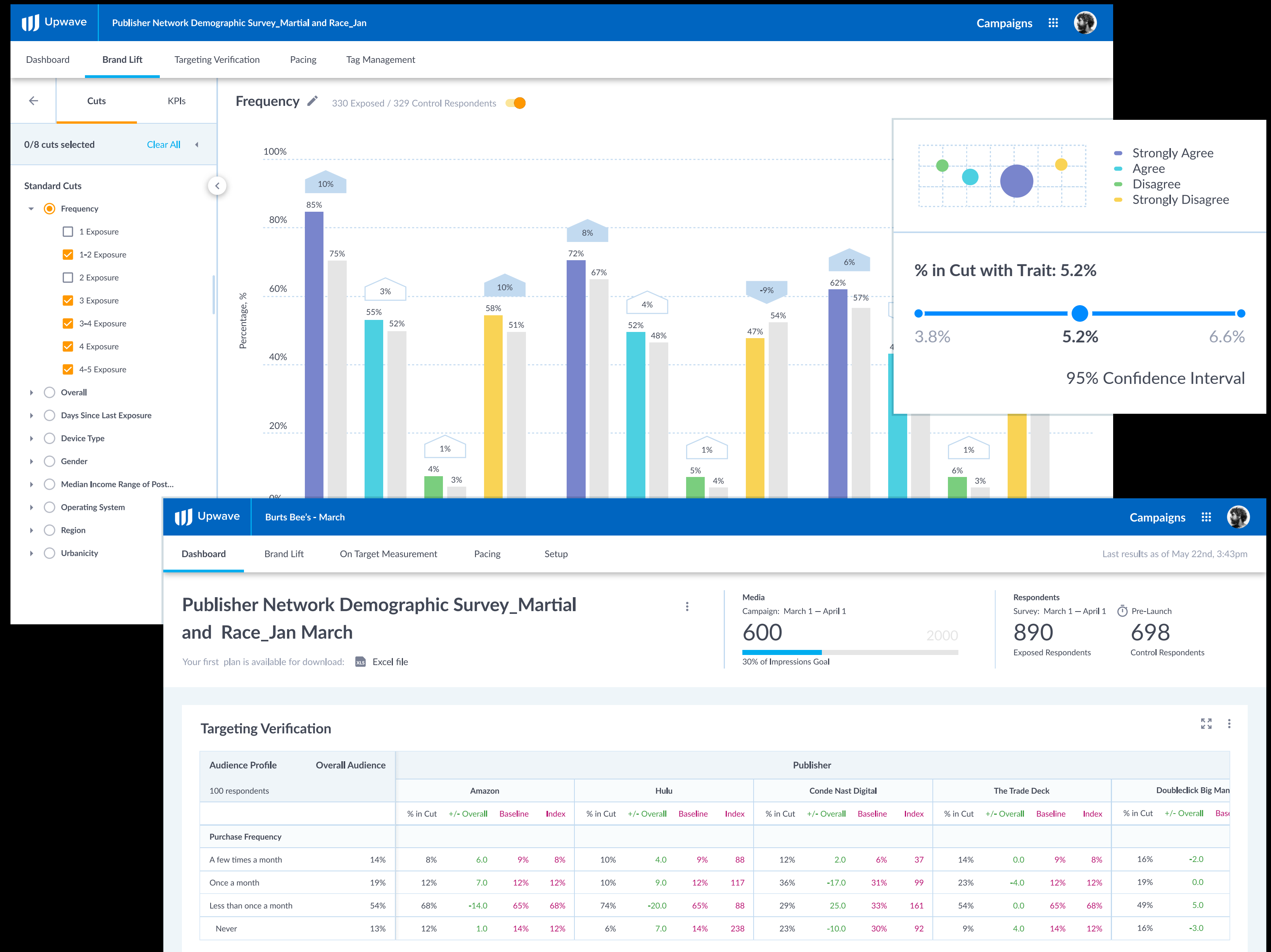
Projects

Upwave

This is the analytics platform for brand advertising. Upwave provides a unified, cross-media solution to measure top-of-funnel, long-term brand advertising. Real-Time Dashboards, updated daily, for Digital, Social, Linear, Addressable, and CTV.

The platform contributes to making brand marketing more powerful and effective.

upwave.com



Projects

The Challenge

consisted in creating a design of the project representing data for analytics with in-depth filtering and a variety of data visualization models.

The Solution

The design system and UI/UX design have been established. The product has got features: mid-campaign reads, real-time dashboards, versatile visualizations on all hierarchy levels, and the ability to generate unique reports that allow customers to get a special slice of data.

The image shows two screenshots of the Upwave dashboard. The top screenshot is the 'Campaigns Overview' page, and the bottom screenshot is a detailed view of a campaign's 'Target Verification' section.

Campaigns Overview

Summary of campaign performance:

- Publisher Network Demographic Survey_Martial and Race_Jan:** 600 Impressions (30% of goal), 0 Respondents.
- Burts Bee's 202*Q1:** 2000 Impressions (Goal completed), 891 Exposed Respondents, 698 Control Respondents.
- Burts Bee's 2023Q1:** 1000 Impressions (50% of goal), 112 Exposed Respondents, 698 Control Respondents.
- Publisher Network Demographic Survey_Martial and Race_Jan (Not Measurable):** 0 Impressions, 729 Exposed Respondents.

Target Verification - Audience Analysis

Selected 15 Traits: Demographic Segments (Gender, Age, Median Income Range of Post..., Region, Operating System), Survey Responses, Custom Segments.

Audience Profile	Overall Audience	Audience					Publisher			
		F45-54	F25+	F55+	Colored Hair	Curly Hair	Publisher 1	Publisher 2	Publisher 3	Publisher 4
(N - 100)		% in Cut	% in Cut	% in Cut	% in Cut	% in Cut	% in Cut	% in Cut	% in Cut	% in Cut
Gender										
Male	17%	20% +5	20% +5	20% +5	20% +5	20% +5	20% +5	20% +5	20% +5	20% +5
Female	83%	80% -20	80% -20	80% -20	80% -20	80% -20	80% -20	80% -20	80% -20	80% -20
Age										
13-18	3%	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1
19-24	4%	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1	5% +1
25-34	5%	8% -2	8% -2	8% -2	8% -2	8% -2	8% -2	8% -2	8% -2	8% -2
35-44	8%	10% -3	10% -3	10% -3	10% -3	10% -3	10% -3	10% -3	10% -3	10% -3
45-54	48%	50% +15	50% +15	50% +15	50% +15	50% +15	50% +15	50% +15	50% +15	50% +15
55-64	25%	28% -12	28% -12	28% -12	28% -12	28% -12	28% -12	28% -12	28% -12	28% -12
Purchase for Hair Type										
Curly	10%	25% +6	25% +6	25% +6	25% +6	25% +6	25% +6	25% +6	25% +6	25% +6
Colored	25%	38% -7	38% -7	38% -7	38% -7	38% -7	38% -7	38% -7	38% -7	38% -7
Colored	35%									
Colored	30%									

Exposed: 55.3% (326 respondents)
Control: 42.0% (327 respondents)
Lift: 13.3pp
P-Value: 0.001

Significant Increase at N% Confidence Level: + Lift 95% CI + Lift 90% CI + Lift 80% CI
Significant Decrease at N% Confidence Level: - Lift 95% CI - Lift 90% CI - Lift 80% CI

Projects

SpyCloud

Security protection solution from cyberattacks and fraud losses with solutions powered by Cybercrime Analytics.

By identifying users and applications vulnerable to malware on both managed and unmanaged devices, SpyCloud enables a more efficient and effective response to post-infection remediation.

spycloud.com

The screenshot displays the SpyCloud Identity Attack Surface Dashboard. The top navigation bar includes links for 'Sign In', 'Get a Demo', and a prominent orange 'Check Your Exposure' button. The dashboard is divided into several sections:

- Open High Severity Issues:** Shows 573 issues with a +20% increase.
- Top At-Risk Employees:** Lists employees like Joel Kaiser, Francisco Rojas, Jessica Hall, Priya Rao, and Joseph Baker with their associated security risks.
- Asset Breakdown:** A table showing counts for Employees (20), VIPs (4), Applications (12), Vendors (1), and Devices (5).
- Infected Device Map:** A world map with a table of infected devices by country: USA (121), India (99), France (82), UK (80), Germany (76), Netherlands (63), Chile (43), Australia (22), China (12), and Indonesia (2).
- Compromised Applications:** A table showing counts for Identity (20), Corporate Email and Messaging (4), File Sharing (12), Network Access (1), Sales/Marketing Application (20), Source Code (4), Engineering Application (12), and Unknown Applications (1).

An 'Issue: Infected Employee with Exposed Github Access' modal is open, providing detailed information:

- Details:** tim@company.com, mycompany.github.com
- Tag:** Infected User, Exposed Source Code Repo
- Severity:** Critical
- Issue Status:** Investigating
- First Seen Date:** 07/18/2021
- Resolved Date:** 07/18/2021

The modal also displays a table of user details:

Field	Value
Email	tim@company.com
Username	tim
Salt	HS(*#Hdy8#HJKh
Password Type	sha1
Account Signup Time	07/18/2014T11:58:57Z
Domain	company.com
Password	*****
Severity	Critical
IP Address	204.11.11.8
First Name	Tim
Gender	Male
Social Network	Https
Email Domain	gmail.com
SpyCloud Publish date	07/18/2014
Last Name	Smith
City	Moscow, Russia
Full Name	Tim Smith
Email Username	tim.smith

Below the details is an 'Action History' table:

Date	Action	Performed by
07/18/2021 11:34 am	Send ticket to ...	Automatic
07/18/2021 11:34 am	Resolve this Issue	John Smith
07/18/2021 11:34 am	Ignore Employee	John Smith

The background dashboard also features a table of issues with columns for Severity, Issue Status, First Seen Date, Resolved Date, Action, and History. The table is filtered by 'Severity' and 'Time', and a 'Show Issues' button is visible.

Projects

The Challenge

is to help the client to build a system of cyber security revealing unique possibilities to prevent cybercrime.

The Solution

In collaboration with the client, we designed an application to indicate different classes of security breaches and illuminate them in detail to help customers avoid data loss. The different tools help enterprises to be informed when their employees have been affected by data theft.

The image shows a screenshot of the SpyCloud web application interface. At the top, there is a navigation bar with the SpyCloud logo, links for 'WHY SPYCLOUD', 'WHAT WE OFFER', 'COMPANY', 'PARTNERS', and 'RESOURCES', and a prominent orange 'Check Your Exposure' button. A 'Sign In' and 'Get a Demo' link are also present in the top right.

The main dashboard area is titled 'Your Breach Dashboard' and features several key metrics:

- Exposed Passwords:** 14,314
- Potential Employee Exposures:** 502
- Potential C-Level Exposures:** 12
- Resolved Password Matches:** 12 (with an 'Unlock' button)

A large callout box on the left highlights '380+ Billion Recaptured Assets'. Below the dashboard, there is a section for 'Confirm Your Active Employee Password Matches' with several options to view different types of matches (Active, Exact, Banned, Confirmed, Fuzzy, NIST Global).

A modal window titled 'Scheduled Scan' is open, showing configuration options for a scan. It includes fields for 'Run Frequency' (set to 'Every Day'), 'Select Scheduled Task Run Time' (set to '06:00 AM'), and a 'SpyCloud API Key'. There are checkboxes for various scan options, including 'Force Password Reset on Exposed Accounts', 'Scan Local AD', 'Scan Azure AD', 'Test Banned Passwords', 'Test Fuzzy Matches', 'Extended Logging', and 'Auto lockout after three warnings'. A 'Save Scheduled Scan' button is at the bottom right of the modal.

In the background, a table displays scan results with columns for 'Status', 'Actions Taken', 'Actions Status', and 'Resolve'. The table shows multiple rows of 'Password Match: sUxfbjfd7' with 'No Action' or 'Force PW Change' taken, resulting in 'Success' status.

Better than users nobody can value the product, but the client's testimonials matter as well, so...

Collaboration as an outsourcing partner, that's why Boundless Bits studio is mentioned.

"The team at Boundless Bits is not only an invaluable addition to our product development team, but also a delight to work with. Their keen eye for intuitive UI regardless of industry has contributed greatly to creating products that our customers love using."



David Endler
Co-Founder at SpyCloud

"The team took our software from initial mockups to a well-designed web app in a matter of months, without compromising on quality. During 2+ years working together, they've helped us iterate quickly, think through numerous design challenges, and ultimately scale to thousands of customers and become the leading platform for security and privacy compliance."



Shrav Mehta
Founder and CEO at Secureframe

"Partnering with Ivan and his team at Boundless Bits helped us create and ship product features quickly without sacrificing good design or compromising on the product experience."



Michael Pollack
Co-Founder at Intricately

Find me

[LinkedIn Profile](#) / hello@artesian.space / [@electroskat](#)