

Alex Karavai

Senior Product Designer, consumer mobile and web. Designs in Figma, builds the prototypes in code.

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Eight years designing consumer products, the last four as the one designer for fifteen photo and gift apps on iOS, Android and web, working daily with engineering leads, PMs, QA and Data. I hold the bar on pixel-level craft, microinteractions and motion, and I build what I design: every project ships as an interactive HTML prototype before it goes to Figma as the source of truth. I also build the tools that do parts of the job: a Figma design system generator and an AI design department. On weekends I make techno, which is why I care how a creation tool feels in the hand.

EXPERIENCE

UI/UX Designer, PlanetArt

2022 to now · Los Angeles

FreePrints, Photobooks, Simply to Impress, Personal Creations, CafePress and ten more consumer brands

- Led the Liquid Glass design system migration across fifteen apps with ten engineering teams: one rule set (brand tint on one prominent action per screen, system glass elsewhere), one QA checklist, shipped in FreePrints 4.45 and nine more.
- Wrote the iPhone Duo (foldable) layout rules before any screens, agreed with the iOS lead as size classes; 4 screens by 3 states, delivered as a container-query prototype.
- Checkout and conversion A/B tests with Data and Growth: one-page checkout, a sizes-test rescue (toast plus timed offer), payment methods for UK, SE and PL. Analytics first, Figma second, shared readouts.
- Fixed the multi-photo cover Replace flow in Photobooks iOS from a support ticket to a one-release ship: explicit target, long-press to enter, rebuilt against the live app.
- Ported on-canvas direct manipulation (drag, corner resize, rotate, following toolbar) from the sticker maker to the card designer; specced as microinteractions with durations and easings.

Product Designer, contract, Retail Ecommerce Ventures

2021

Four months of e-commerce under pressure, mid-relocation to the US.

Founder and designer, Sound Addicted

2019 to 2021

Self-initiated platform for people who make music. Designed and built end to end. Did not become a company; became the habit of building my own things.

UX/UI Designer, Uprock

2018

Switched chairs from selling design to doing it.

Founder and acting CEO, interior design studio

2014 to 2018 · Moscow

Grew contracts from \$300K to \$8M. Learned to scope, sell and deliver on someone else's deadline.

SELECTED WORK, 2026

Suno for producers, self-initiated case study

Oct 2026

A producer mode for the Suno phone app: lock the elements you like, refuse the ones you don't, regenerate the rest. Two-scene interactive prototype traced from the live app, motion spec, a loop that plays. Live at alexkaravai.com.

TOOLS I BUILT

DashState

Design system generator for Figma: variables, light and dark modes, all component states, eight screens. Figma Plugin API. On Figma Community and Gumroad.

Creative Department

Agent crew that scopes, builds, gates and critiques design work, with a decision inbox.

Prototype pipeline

Live DOM capture to clickable HTML with real motion and a spec panel, then into Figma.

SKILLS

Figma design systems
variables and modes
motion and microinteractions
animated prototypes
HTML CSS JS WebAudio
Figma Plugin API
iOS and Android patterns
A/B testing Claude agents
Ableton Live

MUSIC

Techno producer, released as Alex Karavai. Groove first: a 32 bar loop, one sound at a time, each kept, parked or refused.

ELSEWHERE

alexkaravai.com
figma.com/@dashstate
soundcloud.com/alex-karavai
beance.net/alskaravay