

Avtandil "Atuka" Kelbakiani

Senior Product Designer · Design Engineer

Worldwide · Remote or relocation · get@akey.today · akey.today · linkedin.com/in/getakeytoday · behance.net/Atuka · dribbble.com/Atukka

SUMMARY

Senior product designer with 13+ years shipping AI-powered apps and digital experiences end to end, from UX research and architecture through high-fidelity UI, motion and production code. As Head of Design at The Image, I led design for AI startups; I also build consumer products solo, pairing design craft with AI-assisted development (Claude) and full growth/GTM ownership. Top 3% Toptal talent, with work across enterprise SaaS, fintech, healthtech, agritech and consumer. I'm currently focused on gamification: turning platforms into experiences people come back to, and I'd love to help companies and founders who need it.

KEY ACHIEVEMENTS

- **\$1.5M saved per year for a confidential client:** spotted a broken password-reset flow no one owned, designed the simplest fix, pushed it to CEO level and drove engineering to ship it, cutting call-centre volume by ~50%.
- **\$3.8M raised by KLIPY (Google AI Futures Fund):** designed the website, product app and launch videos; the platform reached the Google I/O main stage and 1B+ monthly queries.
- **Top 3% of global talent**, verified by Toptal.
- **~20K followers and 10M+ impressions** across Dribbble and Behance.

EXPERIENCE

Head of Design (Chief Design Officer), The Image

Oct 2024 – Feb 2026

AI startups · end-to-end design

- Led design exclusively for AI startups, delivering end-to-end product design from discovery through high-fidelity UI and engineering handoff.

Lead Product / Interaction Designer, Toptal

May 2020 – 2026

Top 3% global talent network · freelance

- Delivered design for high-impact projects with leading companies and startups across diverse industries, in a network that accepts fewer than 3% of applicants.
- Spanned mobile and web app design, motion and design systems, frequently as the sole designer driving 0-to-1 work.

Senior Product Designer, KLIPY

2023 – 2024

AI expression infrastructure · klipy.co

- Designed the website, product app and marketing videos for KLIPY's GIF, sticker and clip expression-infrastructure platform.
- The platform went on to raise \$3.8M in 2026 with participation from Google's AI Futures Fund (Sturgeon, Red Swan, SilverCircle, I2BF and others), was featured on the Google I/O main stage, and surpassed 1B+ monthly queries with 10,000 developer apps and partners including Microsoft SwiftKey and BeReal.

Art Director, Slick.Global

Jan 2023 – Apr 2024

Software agency

- Led art direction and design initiatives that supported the company's growth and resilience through a critical period.

Senior Product / Interaction Designer (Contract), Demostack

Nov 2022 – Dec 2023

B2B SaaS · demo experiences

- Redesigned landing pages from concept to launch: +21.3% engagement, +17.7% conversion and +23% organic traffic through paired UX and SEO work.
- Ran A/B tests across key elements (+15% click-through, -10% bounce rate) and designed and animated 2D brand elements.

Product / Interaction Designer, Chattermill

Mar 2022 – Nov 2023

AI customer-feedback analytics

- Designed digital products from concept to launch, plus motion graphics and presentation design supporting sales and marketing; iterated against research and analytics.

Senior UI/UX Designer, Europebet

2019 – 2021

iGaming

- Designed web and mobile product experiences for the Europebet iGaming platform.

iGaming · casino and poker

- Designed the casino website and mobile poker app across five years, delivering 100+ screens.

FOUNDER & INDEPENDENT PRODUCTS

Founder, Suphra (solo)

- Cooking app with ingredient scanning, social-media recipe import and AI meal suggestions. Built entirely solo: product design, AI-assisted development (Cursor + Claude), App Store materials, ASO, Google Ads and motion content.

Co-founder & Design Lead, Amerigo

- Citizenship interview-prep app with recurring monthly revenue, built with a small developer team. I own all design decisions, product direction and the full growth/GTM function.

SELECTED CONSULTING & EARLIER WORK

- **Taylor Farms** (2024), Senior Product Design Consultant: agritech and supply-chain operations system.
- **Docplanner** (2024), Senior Product Designer: healthtech booking sprint.
- **Dorway** (2023), Senior UX/UI Designer: marketing-site redesign for higher conversion and lead generation.
- **Goldfisch™** (2023), Head of Product Design: design studio, Dubai.
- **CaliberX / Poolit** (2021–2022), Senior Product Designer: fintech investing app and website.
- **Livo** (2019), Senior UI/UX Designer: the region's first real-estate ecosystem, 100+ screens.
- **REDMED** (2019), Senior Product Designer: healthcare mobile app, concept to launch.
- **GNTA** (2019), Independent UI/UX Consultant: public sector and tourism.

SKILLS

Design: Product Design, UX Design, UI Design, Interaction Design, Visual Design, Motion Design, 3D Design, Design Systems

Craft: 0-to-1 Products, MVP Design, Wireframing, High-fidelity Prototyping, Information Architecture, User Flows, Mobile App Design, Web App Design, Landing Pages, Microinteractions

Research: User Research, Usability Testing, User Interviews, Heuristic Evaluation, A/B Testing

Domains: AI & ML Products, Enterprise SaaS, B2B, Fintech, Healthtech, Supply Chain / AgTech, iGaming, Consumer Apps, Dashboards, Data Visualization

Leadership: Design Leadership, Art Direction, Product Strategy, Stakeholder Management, Cross-functional Collaboration, Mentorship

Growth / GTM: App Store Optimization, Paid Acquisition (Google Ads), Marketing Video, AI Content Strategy, Branding

AI & Development: LLM Integration, AI-Assisted Development, Prompt Engineering, React Native, Supabase, HTML/CSS

Tools: Figma, Framer, ProtoPie, Principle, After Effects, Lottie, Adobe Creative Suite, Blender, Zeplin, Cursor, Claude Code

EDUCATION & CERTIFICATIONS

Master's, Digital Product & Visual Design, Tbilisi State Academy of Arts

2013 – 2017

UX Research (UXR) Certification, Memorisely

2023

SPEAKING

- **ProdAct Conference**, Tbilisi (2023): panelist, "Product Design: Here's how we do it."
- **Tbilisi Dribbble Meetup** (2019): speaker at the first Dribbble meetup in Georgia.

ADDITIONAL INFORMATION

Languages: English (Fluent), Georgian (Native), Russian (Fluent)

Interests: Snowboarding, public speaking, cooking, mentoring, singing, travel, fishing

References: Available on request