

## Pavel Brek

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Lead Product Designer and Design Manager with 13 years building digital products and interfaces. For 8 years at Zerion, I worked across Web3, finance, and consumer product design, covering mobile, web, browser extension, branding, and design systems. I led the team while staying hands-on with core product surfaces, and now use AI-assisted workflows to move faster without lowering quality.

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### Zerion – Head of Design / Founding Designer

*2018 – Present · Remote · US-based company*

Joined as founding designer and led design solo for the first 4 years, shaping product, brand, and marketing across iOS, Android, web, and extension.

Shaped Zerion's evolution from a portfolio tracker into a self-custody wallet and trading platform across 50+ networks: **600K+ MAU, \$2B+ cumulative trading volume, 63% week-1 retention, and 70 NPS.**

Built and led the design team, introducing design reviews, hiring practices, feedback loops, and quality standards while staying hands-on with core product surfaces and launches.

#### Selected product impact:

- Core mobile experience: shaped the wallet into one coherent product.
- Design system & AI workflow: kept mobile, web, and extension consistent, then adapted the system for AI-assisted workflows that sped up shipping.
- Zerion DNA: created and led a dynamic NFT identity project from concept to launch. One of the largest NFT collections on Ethereum, with **350K+ holders.**
- Company rebrand: led product-side work with Shuka studio, defining a brand system for product and marketing.

**Recognition:** UX Award at DevCon Osaka 2019 · Best UI by CityAM 2020

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### IntellectSoft · Senior UI/UX Designer

*2017 – 2019 · Remote*

- Designed complex mobile and web products for enterprise and consumer clients, covering UX flows, UI systems, prototypes, and product handoff.
  - Worked across fintech, healthcare, logistics, and internal tools, turning unclear requirements into structured product experiences.
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## **Born In Idea · UI/UX Designer**

*2015 – 2017*

- Designed interfaces, websites, e-commerce experiences, and visual systems for startup and agency clients.
  - Worked from early concept to final UI.
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## **Studio Libre · Graphic and Web Designer**

*2013 – 2015*

- Designed websites, landing pages, digital campaigns, interface concepts, and brand materials for clients.
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## **Education · European Humanities University (EHU)**

2009 – 2013 · Bachelor's degree, Design and Visual Communications

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## **Working style**

- Simplify complex products without removing their depth or power.
- Turn uncertainty into clear product directions.
- Connect craft with user needs, business goals, and technical constraints.