

Dimitar Vuksanov

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Senior product designer and two-time founder with 12+ years of experience designing complex B2B and fintech products, driving revenue growth and turning months-long workflows into hours.

EXPERIENCE

Senior Product Designer | TryHackMe | Apr 2026 - Present

- Designed data-rich product dashboards that translate complex performance data into clear, actionable insights for teams and leaders.

Senior Product Designer | Perk | 2025 - Apr 2026

- Led the product-wide navigation redesign through design documentation and cross-team workshops.
- Advanced AI adoption through masterclasses on AI-assisted development and rapid prototyping.

Senior UX Designer | Yokoy | 2021 - 2025

- Drove **\$2M in ARR growth** with a workflow builder that reduced custom workflow creation **from months to hours**.
- Designed and launched invoice processing in **90 days**; the solution became an industry leader within **18 months** and contributed to a **nine-figure acquisition**.
- Designed the initial cards product, now processing **\$10M+ annually**.
- Built and maintained the Figma and Storybook design system with WCAG accessibility compliance.

Design Director & Co-founder | Probe & Query | 2015 - 2020

- Delivered a reported **1,200%** website performance improvement for IWA-network, with **99.99% uptime**.
- Partnered with the **World Health Organization** to digitize and broaden access to safe drinking water standards.

Product Designer & Co-founder | Pukka Themes | 2013 - 2015

- Built a premium WordPress theme studio serving **3,500+ customers**, earning Elite Author and Weekly Top Seller status.

Art Director | Idea Plus | 2012 - 2014

- Managed design and development of the regional **McDonald's** website.

SKILLS

Tools & AI: Figma, Cursor, Claude Code, Supabase, MCP, Storybook, Miro, Condens, Dovetail, Axure, Principle, Blender, After Effects and Photoshop.

Design: Product Strategy, UX Research, User Testing, UX/UI, Information Architecture, Dashboards, Design Systems, Accessibility, Workshops, Prototyping, Animation and 3D.

EDUCATION

Master of Design, Graphic Design | University of Applied Arts, Belgrade

Design Technician | High School of Design, Belgrade

Coding Bootcamp | iOS Academy