Pavel Kostychev

Founding Product Designer · Hands-on Design Leader

Apex, NC (Raleigh–Durham) · Remote · Authorized to work in the US
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Hands-on product designer and design leader for complex B2B technical products. I work directly with founders and engineers to take products from first concept to production, turning complex technical workflows into experiences people understand and trust. My edge is connecting product experience with brand and narrative, so the product itself tells the company's story. Founding designer at two startups acquired with their product experience named as a strength: Samanage ($350M, SolarWinds) and PerfectScale (DoiT). Built and grew small remote design teams across the US, Israel and Europe. I use AI daily, from exploration to production, and focus on what it can't replace: the story.

Product design	End-to-End Product Design · User Research · Prototyping · Design Systems · Data Visualization · Complex Technical UX
Strategy & leadership	Design Strategy · Brand & Visual Identity · Product-Led Growth · Design Leadership · Cross-Functional Collaboration · AI-Assisted Design & Prototyping
Domains	B2B SaaS · DevOps · Kubernetes · FinOps · ITSM

EXPERIENCE

PerfectScale · acquired by DoiT, Feb 2025

Kubernetes cost optimization platform for DevOps and platform teams, used by Paramount, Fiverr and SNCF. Gartner Cool Vendor (2023).

Head of Product Design — Sep 2023 – Oct 2026 · Remote

- Owned product design end to end as the first designer: every flow, from onboarding to the data visualizations that made automated recommendations trustworthy. At the acquisition, DoiT's CEO named the user experience as a key strength.
- Partnered with the founders as founding design advisor from August 2022, shaping the product before joining full-time.
- Partnered with the CTO and engineering on Shape Up–style shaping to ship fast without losing quality. Worked with product marketing and marketing to keep one experience from a prospect's first look at the product to daily use and feature announcements.
- Co-developed the brand story with the co-founders and Head of Marketing: helping DevOps teams cut Kubernetes costs without risking resilience. Translated it into the product for a product-led growth motion: a dark-first, data-dense UI and practitioner-grade language that earned trial users' trust and turned them into champions of the purchase.
- Wrote the Design Principles and carried one design language from the product to the website, marketing, the company's first KubeCon, and swag. The product UI became the core of marketing.
- Hired and led a remote team of two senior designers in Europe, building a culture of ownership and close collaboration with engineering. In 2026, the team shipped UX improvements directly to production with AI.

Samanage → SolarWinds · acquired for $350M, 2019

Cloud IT service desk and asset management for 1,800+ customers in 50+ countries, including Salesforce, IKEA and 3M. Now SolarWinds Service Desk.

Principal Product Designer · Design Lead, SolarWinds ITSM 2019 – 2023 · NC, Remote

- Continued to shape the product as SolarWinds Service Desk after the acquisition, partnering with product teams in the US and Israel.
- From 2022, led SolarWinds ITSM design: hired and managed a new team of two designers and worked with the VP Product on the ITSM roadmap.

Head of Design 2013 – 2019 · Israel → US (2016)

- Founding designer: worked with Samanage through my design studio from 2009, then joined full-time to lead design. Shaped nearly every part of the product with the CEO and CTO, and later the VP Product. Built and led a UX team of three.
- Turned the brand promise, a service desk people love to use, into the "Samanage Experience": product UX, visual design and customer success working as one. It helped a small company compete with ServiceNow, and customers became its evangelists.
- Led design of the Enterprise Edition, built natively on Salesforce Lightning. This was the company's move upmarket, backed by Salesforce Ventures, and it launched on AppExchange in 2017 with usability as the lead message.
- Led a product UX revamp alongside the 2018 rebrand (logo, color, guidelines, visual language), as the company headed into its Series D and acquisition.
- The product earned Gartner Peer Insights Customers' Choice (2018) and four consecutive SIIA CODiE Awards (2016–2019).

EARLIER EXPERIENCE

- **Founder, Punia**: design studio for tech companies and early-stage startups, covering brand identity, product UI and web. Clients included Samanage and Qlipso (product UI and logo). Design partner to Astrails, a Ruby on Rails consultancy; together we built startups' first market-ready products.
- **Partner & Chief Creative, IPN**: owned brand and UX for consumer apps, including ReelStage, a video greeting card app. Led and mentored a team of web designers.

TOOLS & LANGUAGES

Tools	Figma · Figma Make · Adobe Creative Cloud · Adobe Firefly · Claude · HTML/CSS
Languages	English · Hebrew · Russian