Gosha Knjažev

Product Designer / Design Engineer
5 years of product experience across iGaming, fintech and B2B. I design user flows and interfaces, build interactive prototypes, and use AI-assisted workflows to turn ideas into working web experiences.

Based in: Tallinn, Estonia
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Work Experience

Design Engineer, Independent, Europe

Apr 2026 – Present

- Run PromptFree, a marketplace of AI prompts for building websites.
- Build buyer-specific websites and sales assets from B2B sales context, using AI-assisted design and implementation workflows.

Senior Product Designer, Black labz, Estonia

Apr 2025 – Apr 2026

- Designed product interfaces and user flows for iGaming and creator products, with a focus on retention, motivation and monetization.
- Worked on Whale.io — a crypto casino reporting 14.5M+ users and 3,000+ games — and Clipflip; helped the Clipflip team move from proof of concept to MVP through UX flows and gamification.

Product Designer & Product Management Trainee, fff.club, Estonia

Feb 2024 – Feb 2025

- Designed karl.unitedaccountants.com and built app.fff.club.
- Contributed to product decisions while receiving product management mentorship from Akim Arhipov.

Digital Designer, IQ Labs, Estonia

Sept 2021 – Oct 2024

Designed NFT rental interfaces and marketing tools for IQ Protocol. The platform grew from 3M to 50M+ PRQ in TVL and raised $12M.

- Used interviews and secondary research to simplify product flows; created reusable landing-page sections and gamified dashboard tasks.

Graphic Design Specialist, Linnaprojektid MTU, Jõhvi

Oct 2020 – June 2021

Graphic design for JAAMA 6, a creative space in Jõhvi.

Skills & Tools

- **Product design:** user flows, interface design, interaction design, prototyping and user research.
- **Product focus:** motivation, retention, gamification and simplifying complex workflows.
- **Tools:** Figma, Codex, Cursor and Claude; React and TypeScript in AI-assisted web projects.
- **Design engineering:** turning designs into working front-end with React, TypeScript, Vite, Tailwind, Framer Motion and AI-assisted code; motion, transitions and prototype delivery.

Selected Projects

- **Whale.io — Battle Pass**
  Product design connecting progression, ranks, social status and access. Season 3: a 90-day pass across 101 levels and 11 ranks, with social rank sharing in chat and a $77K reward system.
- **United Accountants — Personalized Web**
  Solution engineering and design: turning call context into buyer-specific follow-up pages with an AI-assisted workflow and human review.
- **PromptFree**
  Independent project: a marketplace of prompts for AI-assisted website creation.

Certifications

- **IBM AI Product Management** *(Oct 2024)*
- **Google Project Management** *(Jan 2024)*
- **Web Design for Everybody: Basics of Web Development & Coding** Coursera x University of Michigan *(Mar 2023)*
- **Graphic Design Specialization** Coursera x CalArts *(Jun 2020)*

Education

BA in Journalism (Unfinished)

Tallinn University, Estonia

2020 – 2023

Languages

- **English:** Full Professional Proficiency
- **Russian:** Native
- **Estonian:** B2 Level

Work Authorization

- **Estonian Citizen:** Unrestricted right to work in Estonia and the EU.