

Pavel Kedzich

Senior Product Designer · Enterprise SaaS, B2B & Fintech

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Profile

Senior product designer with 15+ years of experience, including six years as a senior IC at Argyle. I design enterprise SaaS, customer-facing fintech products, internal tools, and design systems. From research and product definition through implementation. I pair systems thinking with strong visual craft.

Key skills

Enterprise & B2B product design

UX/UI design

Data-heavy dashboards & complex workflows

Rapid prototyping

Information architecture

Design systems & accessibility

Scalable UI

Implementation QA

Interaction design

User research

Usability testing

Cross-functional collaboration

Typography

Visual design

HTML/CSS

Tools: Claude Code · Codex · Figma · Readymag · Webflow · Adobe Creative Suite · Looker

Experience

Argyle

Senior Design Director Riga, Latvia / Remote

December 2020 – Present

Career progression: Product Designer → Design Director → Senior Design Director

Role: Senior IC

Led product design across Argyle’s customer-facing experiences, internal tools, mortgage integrations, and evolving design system.

- Lead end-to-end design from research and product definition through UX/UI, prototyping, copy, and implementation QA.
- Directed research and design for Encompass 2.0, partnering with internal teams and mortgage clients in a key growth vertical.
- Designed Encompass 3.0 in two months, unifying income, employment, and asset verification.
- Evolved Argyle Link’s design system from Link 5 to 6, improving accessibility, scalability, and AI-powered prototyping.
- Contributed to a refreshed brand and website that positioned Argyle more clearly around customer needs and product value.
- Partner with four Product Managers, an eight-person engineering team, and stakeholders across Product, Engineering, Legal, Customer Success, Marketing, and leadership.

Independent Practice

Freelance Designer and Art Director Riga, Latvia / Remote

June 2020 – December 2020

Delivered digital, editorial, and brand work for international clients, including Readymag and Miro.

Experience

Trading Platform (NDA)

Part-time, October 2017 – June 2020

Design Director Riga, Latvia

Led the complete redesign of a trading platform across desktop and mobile web, including UX and visual design. The redesigned platform contributed to 20-fold revenue growth during the engagement.

Scada

Part-time, October 2017 – June 2020

Senior Designer Riga, Latvia

Provided digital design, visual design, and art direction across client work.

Vivax Communications Group

December 2012 – October 2017

Senior Designer Riga, Latvia

Created digital, branding, and editorial work across real estate, banking and finance, and hospitality projects within a team led by renowned designer Alexey Murashko.

Scada

June 2011 – December 2012

Senior Designer Riga, Latvia

Developed concepts and delivered digital design for clients across finance, retail, hospitality, and real estate.

Selected independent work

Solestial

2020–2021 · Brand Identity, Website, and Fundraising Materials

Created the identity, website, pitch-deck system, and CGI art direction for a space-solar company in two months. Turned complex technical material into a clear product story and a system the team could extend.

Readymag

2015–2020 · Editorial Design, Talks, and Workshops Riga, Latvia

Created editorial web experiences, templates, commercial projects, and publications for Readymag. Represented the platform internationally through talks and workshops on web publishing, screen typography, and editorial design.

Education

Bachelor’s Degree, Physicist-Engineer

2004–2009 Minsk, Belarus

Belarusian State University · Faculty of Radiophysics and Computer Technologies

Languages

English · C1

Latvian · B1

Belarusian · Native

Russian · Native