

GIVI GAMKRELIDZE Senior Product Designer, Design Systems — Healthcare & Complex B2B SaaS

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Unrestricted German work permit — no visa sponsorship in EU required · Open to international relocation · Available immediately

PROFILE

Senior Product Designer with 8+ years shipping complex B2B SaaS across healthcare, fintech and consumer software in Germany, the Netherlands and Georgia. Led product design for Cairful and Timeful — Geocon's care-management and workforce platforms spanning two suites, nine core applications, 1,500+ installations and 12 European countries — and co-founded Medea Holdings, a five-product healthcare practice-management ecosystem (MedX · VetX · CosmetX · DentX · PetX) built on one shared platform core. Mentored 4 designers and worked daily in cross-functional teams of developers, product managers, designers and QA. Deep expertise in multi-brand design systems (tokens, theming, governance), user research, accessibility (WCAG), design ops and enterprise product ownership from discovery to production.

EXPERIENCE

Medea Holdings — MedX · VetX · CosmetX · DentX · PetX

Jan 2025 – Jul 2026

Founding Product Designer · Healthcare Practice-Management Ecosystem · Tbilisi, Georgia

- Co-founded a five-product healthcare SaaS ecosystem — MedX (medical clinics), VetX (veterinary), CosmetX (beauty & aesthetics), DentX (dental) and PetX (pet owners) — and led product and design end to end on one shared platform core.
- Designed the shared core — records, scheduling, inventory, billing, analytics, multi-branch — and its vertical specializations, making each new market launch a specialization rather than a rebuild.
- Designed the government health-portal integration: automated upload of patient digital records, so clinical data is captured once at the point of care and reused for regulatory reporting instead of manual re-entry.
- Built a multi-brand design system: shared tokens, type scale and layout grid, per-product theming (accent, canvas, display face), measured color contrast and a WCAG 2.2 AA baseline — one system, five product skins.
- Shipped trilingual products and websites (Georgian, English, Russian) with an automated zero-untranslated-strings check; engineered typography around Georgian script, which runs ~35% wider than Latin.
- Led research across four verticals: 13+ competitors profiled quarterly, 9 documented personas, and regulatory mapping — ICD-10, ICPC-2 and NCSP clinical coding designed into MedX.
- Identified a category gap — no Georgian-language veterinary software existed — and positioned VetX as the category-defining product.

Geocon Software GmbH — Cairful & Timeful

Aug 2024 – May 2026

Senior Product Designer · Care-Management & Workforce Platforms · Berlin, Germany

- Led product design across a B2B healthcare platform of two software suites and nine core applications, driving the transition from fragmented experiences to a unified, system-level approach.
- Built and scaled the unified design system — token architecture, theming across two brands, a shared component library and a governance model for what is core, what a product configures and what a team owns — across 1,500+ installations, 5,000+ customer organisations and 600,000+ scheduled employees.
- Introduced structured user research into a 27-year-old organisation, embedding continuous discovery into product planning and evidence-based roadmap decisions.
- Partnered with executive leadership to translate multi-market operational constraints into one cohesive product roadmap across 12 European countries.
- Onboarded Frankfurter Verband — one of Frankfurt's largest municipal care networks: 7 nursing homes, 6 day-care centres, 1 outpatient care service and 14 community and service centres — onto the platform.
- Mentored 4 designers (2 junior, 2 mid-level) through design reviews and critique, and collaborated daily in a cross-functional team of 12 — developers, product managers, designers and QA — in an Agile delivery process.
- Applied AI-assisted design-system and prototyping methods to accelerate consistency and early-stage product validation.

Dock Financial

Jan 2024 – Jul 2024

Product Designer · Contract · B2B Fintech Platform · Munich, Germany

- Owned end-to-end design of the Corporate Cards feature from concept to launch in a six-month delivery window, partnering with product, finance and engineering; shipped on schedule with full design-system compliance.
- Unified two merging fintechs under one white-label design system — brand as a theme parameter, not a fork — cutting product development time by 75% and cost by 82% on one shared platform.

- Designed the operations console and the cardholder iOS app on one system — account monitoring, transaction search, payment approval and card controls — for enterprise finance teams, improving conversion and cutting client onboarding time by 40%.
- Translated EU regulatory and compliance requirements into accessible, low-friction UI patterns, reducing user error in sensitive financial workflows by 30%.

Stack Browser

Apr 2022 – Dec 2023

UX/UI Designer · Consumer SaaS · Amsterdam, Netherlands

- Designed core interface and interaction patterns for a spatial, multiplayer browser with no established precedent — cards instead of tabs, shared spaces and an in-app assistant.
- Built and maintained the design system and component library across web and desktop clients, keeping a fast-moving startup consistent as the product expanded.
- Contributed to the product design work behind a \$4M funding round, translating a novel concept into interfaces first-time users could navigate.

Zacher Media GmbH

Apr 2021 – Jan 2022

UX/UI Designer · Design Agency · Cologne, Germany

- Delivered digital products and brand-consistent web platforms for established German companies as part of an agency team, working to client design standards and delivery deadlines.
- Handled the full delivery path from concept and wireframes to production-ready UI and developer handover across multiple parallel client projects.

FarmAct

Mar 2020 – Mar 2021

Product Designer · Agritech Field-Operations Platform · Augsburg, Germany

- Designed a field-operations platform for 500+ agricultural contractors across the DACH region, replacing paper job sheets with mobile-first documentation captured in the cab.
- Designed the operational core — fields, machines, warehouse stock and job scheduling — as one connected model, so a completed job updates inventory, machine hours and billing in a single pass.
- Built the design system and mobile patterns for use in gloves and daylight: large targets, high-contrast states and offline-tolerant flows for low-connectivity farmland.

Not Famous GmbH

Feb 2019 – Feb 2020

UX/UI Designer · Design Agency · Munich, Germany

- Designed digital products for large German clients in an agency setting, including work on the design system for IKK classic, one of Germany's largest statutory health insurers.
- Built reusable component and pattern libraries that kept large client sites consistent across teams and release cycles, and supported clients such as BSH.

SKILLS

Product Design: Product Strategy · UX/UI Design · Information Architecture · Interaction Design · User Flows · Wireframing · Prototyping · Responsive Design · Cross-Platform Design (Web, Mobile, Desktop)

Research & Validation: User Research · Usability Testing · Stakeholder Interviews · Competitive Analysis · Personas · Data-Informed Design

Design Systems: Token Architecture · Theming · Multi-Brand Systems · Design Governance · Component Libraries · Design Ops · Accessibility (WCAG 2.2 AA) · Localization (i18n) · Design QA

Leadership: Cross-Functional Collaboration · Stakeholder Management · Product Discovery · Roadmap Planning · Mentoring · Workshop Facilitation · Agile / Scrum · Enterprise SaaS

Tools: Figma · Figma Make · Claude Code · Claude Design · Jira · Linear · Notion · Adobe Creative Suite · AI-Assisted Design Workflows

LANGUAGES

English (C1) · German (C1) · Georgian (native) · Russian (bilingual)

EDUCATION

Augsburg University of Applied Sciences — B.A. Communication Design

2017 – 2021

Tbilisi State Academy of Arts — B.A. Digital Design

2010 – 2014