

# GIVI GAMKRELIDZE

## Senior Product Designer Complex B2B SaaS, Healthcare & Design Systems

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Senior Product Designer with 8+ years shipping B2B SaaS, healthcare, fintech, and consumer software across Europe. Led design for Cairful and Timeful — Geocon's care management and workforce platforms spanning 12 applications, 5,000+ organisations, and 600,000+ scheduled employees across 12 countries. Equally at home in complex enterprise systems and design-forward consumer products, with deep expertise in design systems, user research, and cross-functional product ownership from discovery to production.

### SKILLS

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

**Research & Validation:** User Research • Usability Testing • Stakeholder Interviews • Data-Driven Design

**Systems:** Design Systems • Component Libraries • Design Tokens • Accessibility (WCAG) • Design QA

**Leadership:** Cross-Functional Collaboration • Stakeholder Management • Mentoring • Product Discovery

**Tools:** Figma • Claude Design • Lovable • Framer • Jira • Linear • Notion • AI-Assisted Design • Adobe Creative Suite

**Industries:** B2B SaaS • Healthcare • Fintech • Consumer Software • Agritech

**Languages:** English (C1) • German (C1) • Russian (bilingual) • Georgian (native)

**Education:** Augsburg University of Applied Sciences — *Bachelor of Communication Design 2017 – 2021*

Tbilisi State Academy of Arts — *Bachelor of Digital Design 2010 – 2014*

### LATEST JOB EXPERIENCE

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**Geocon Software GmbH** ↗ *Product Design Lead (Full-Time)* August 2024 – April 2026 | Berlin

- Led product design across a complex B2B healthcare platform composed of 12 independently developed applications, driving the transition from fragmented product experiences to a unified system-level approach.
- Built and scaled a unified design system across 12 applications and 1,500+ installations, standardising interaction patterns across scheduling, billing, care documentation, and operational workflows.
- Introduced structured user research practices into a 27-year-old organisation, embedding continuous discovery into product planning and improving evidence-based decision-making in roadmap development.
- Partnered with executive leadership to translate multi-market operational constraints into a cohesive product roadmap across 12 European countries.
- Applied AI-powered design system building and prototyping methods to accelerate system consistency, explore automation opportunities, and improve speed of early-stage product validation.
- Enabled consistent product experiences across 5,000+ organisations and 600,000+ scheduled employees by reducing fragmentation across a large-scale multi-application ecosystem.
- Successfully onboarded Frankfurter Verband — one of Frankfurt's largest municipal care networks — integrating a complex operational ecosystem including 7 nursing homes, 6 day care centers, 1 outpatient care service, and 14 community and service centers into the platform, enabling large-scale digitisation of municipal care operations.

**MedX (Medea Corp.)** ↗ *Product Design Lead (Personal AI Project)* Apr. 2025 – Apr. 2026

- Led the 0→1 design of MedX, a B2B clinic management platform in Georgia addressing fragmented clinical operations and manual compliance-heavy workflows across healthcare institutions.
- Conducted field research across clinics, identifying a dual-system problem: inefficient internal operations (intake, scheduling, documentation, payroll) and repetitive government reporting requiring manual re-entry and reformatting.
- Redefined MedX as an operational bridge between clinics and healthcare infrastructure, enabling a unified data model where information is captured once and reused for operations and regulatory reporting.
- Designed core modules including point-of-care data capture, unified scheduling, payroll automation, compliance validation, and a one-click government reporting system replacing multi-step manual exports.
- Deployed in 15 medical institutions, serving 4,500+ monthly patients, reducing administrative workload by ~60% and operational costs by ~25%.

### OLDER JOB EXPERIENCES

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**Dock Financial** ↗ *Product Designer (Contract)* January 2024 – July 2024 | Munich

**Stack Browser** ↗ *UI/UX Designer (Full-Time)* April 2022 – December 2023 | Amsterdam

**Zacher Media GmbH** ↗ *UI/UX Designer (Full-Time)* Apr. 2021 - Jan 2022 | Cologne

**FarmAct** ↗ *UI/UX Designer (Full-Time)* March 2020 – March 2021 | Augsburg

**Not Famous GmbH** ↗ *UI/UX Designer (Full-Time)* Feb. 2019 - Feb. 2020 | Munich