

# GIVI GAMKRELIDZE

## Senior Product Designer — Healthcare & Complex B2B SaaS

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Aufenthaltstitel holder with unrestricted work permit (no sponsorship required) · Available immediately

### PROFILE

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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, 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 design systems, user research, accessibility (WCAG), design ops and enterprise product ownership from discovery to production.

### EXPERIENCE

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#### Medea — 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 with per-product accent palettes, 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.
- Established verification-gated releases for web surfaces: automated smoke suites (100+ assertions) and anchored-edit build scripts.

#### 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 a unified design system across nine core applications and 1,500+ installations, standardizing interaction patterns for scheduling, billing, care documentation and operational workflows.
- 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.
- Enabled consistent product experiences for 5,000+ customer organisations and 600,000+ scheduled employees by reducing fragmentation across the ecosystem.
- 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.
- Designed onboarding, transaction and operational dashboard flows for a B2B fintech platform serving finance teams, improving conversion and reducing 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%.

Earlier experience

Stack Browser · UI/UX Designer · Amsterdam, Netherlands — Apr 2022 – Dec 2023

Zacher Media GmbH · UI/UX Designer · Cologne, Germany — Apr 2021 – Jan 2022

FarmAct · Product Designer · Augsburg, Germany — Mar 2020 – Mar 2021

Not Famous GmbH · UI/UX Designer · Munich, Germany — Feb 2019 – Feb 2020

SELECTED WORK

Cairful & Timeful — two suites, nine core applications, one unified design system · givi.world

Medea — a five-product healthcare ecosystem designed on one shared platform core · givi.world

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:** Design Systems · Design Ops · Component Libraries · Design Tokens · 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 · Framer · 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