

Igor Pugachevsky

Product and design leader · VP of Design, Blum · Head of Product & Design, DOGS

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SUMMARY

I own product direction and design for consumer products that move money: what to build, in what order, and whether it worked. As VP of Design at Blum I built the product from zero, every surface from the first mini app to the exchange, Memepad and perpetual futures, and took it from launch in April 2024 to nearly 100 million users. As Head of Product & Design at DOGS I took the product and brand from concept to an airdrop 42.2 million people were eligible for. At Trust Wallet I made the case for finishing the core wallet before new features, won the CEO's and CTO's backing, and led design of the phased 2023 relaunch for more than 80 million users. Since March 2026 I run degenie.xyz, my AI R&D studio, where I build DEED, a harness for AI agents that operate capital.

EXPERIENCE

degenie.xyz · Founder

Mar 2026 – Present

My AI R&D studio and personal brand: the lab and factory where I build with agents, the media where I publish, and my practice. See degenie.xyz/work/deed · degenie.xyz/work/factory · degenie.xyz/patterns

- DEED, the studio's R&D project: an agent harness where people and their agents operate capital the owner still holds; every action and every refusal is signed and can be replayed. Pre-release.
- DEED's factory: agent lanes do the work, changes are graded by consequence, and nothing that touches capital, credentials or the rules merges without my signature; 1,133 pull requests merged in four months.
- DEED's design system, built for machines to enforce: 229 catalogued components and automated checks that refuse work which breaks the rules; 281 releases in 67 days.
- Agency Patterns: an open library of interface patterns for software that acts with people's money (CC BY 4.0).

Blum · VP of Design

Apr 2024 – Mar 2026

Built the product from zero, with three designers reporting to me: every surface, from the first mini app to the exchange, Memepad and perpetual futures. Case study: degenie.xyz/work/blum

- Set the first-use direction, something to do before anything to learn: a loop of points, a mini-game and streaks took people new to crypto to their first trade without leaving Telegram.
- Took it from launch in Apr 2024 to nearly 100 million users, with 10 million daily active users ([DigitalOcean customer case](#)); first among Telegram mini apps by monthly active users in May 2025 ([FindMini](#)).
- Held the design budget for product, brand and marketing design. Kept seven products on one design system, through Memepad (Nov 2024) and perpetual futures (Sep 2025).

DOGS · Head of Product & Design

Jul 2024 – Feb 2026

Ran alongside my Blum role; both were Telegram products.

A Telegram app and community token; I owned the product and the brand end to end; 53 million people used the app (TON). Case study: degenie.xyz/work/dogs

- Took the product from concept to the claim: a one-tap check that read each person's Telegram history back to them as a rank and a share, so reward came from tenure, not tapping.
- 42.2 million people were eligible and 17 million claimed, 40% of those eligible ([TON, Sep 2024](#)).
- Initiated the Angela Nikolau and Ivan Beerkus collaboration and developed its concept, the DOGS flag on landmarks, with the team.
- Built the identity on Pavel Durov's drawing of Spotty without redrawing it, so one character held from a full-screen reveal to a chat avatar.

Trust Wallet (Binance) · Product Design Lead

Aug 2022 – Apr 2024

Design of the whole Trust Wallet app, iOS and Android, for more than 80 million users; two product designers and one marketing designer reporting to me; the design system with engineering. Case study: degenie.xyz/work/trust-wallet

- Argued for completing the core wallet before new features, won the CEO's and CTO's backing with usage data, prototypes tested with recruited users and engineering estimates, and cut the target swap experience into releases that each stood alone.
- After the phased relaunch from Oct 2023, swap drop-off, errors and support contacts fell, and funded wallets and swap-fee revenue rose. Trust Wallet's [2023 wrap-up](#) reports 31M+ downloads that year and an AAA-compliant colour scheme for accessibility.
- Hired designers and ran design and 360 reviews; the designer I hired shipped Trust Wallet SWIFT (public beta Feb 2024). Led Trust's design work on Binance Web3 Wallet, built with Trust Wallet's product and engineering team ([launched Nov 2023](#)).
- Personally redesigned onboarding, wallet creation and backup, home, tokens, transfers, swaps and Discovery, native to each platform; split token approval from the swap and made swap progress trackable.
- Designed address-risk warnings and alerts on suspicious operations with the security team; [Trust Wallet reports](#) its security scanner kept about \$390M from being sent to scammers in 2023.

De.Fi (DEFIYIELD) · Head of Product & Design

Jan 2021 – Jun 2022

The company's only product designer, working with the founder on what to build and with engineering; portfolio and security tools across chains. Case study: degenie.xyz/work/de-fi

- Shipped the cross-chain dashboard in Oct 2021 and a new interface in Feb 2022, then Shield (De.Fi); the identity is still in use after the 2023 rename to De.Fi.
- Designed the whole product and its logo and identity: the cross-chain portfolio, Explore Opportunity, Scanner, Shield for reviewing and revoking approvals, the audit and REKT databases, Swap and the iPhone app.

AGORA · Head of Product Design

Jan 2020 – Apr 2021

London startup, from Paris. Overlapped De.Fi from Jan to Apr 2021.

Founding product designer for a shoppable beauty app built on honest video reviews. See degenie.xyz/work/more

- Reached 25K daily users within three months of launch and lifted engagement by 15%.
- Shaped the product from first concept to soft launch in Apr 2020 and launch in Dec 2020, alongside a £5 million seed round (Tech.eu), and mentored its designers and product managers.

Hyperlens · Founder

2018 – 2022

My main work between Waves and AGORA; continued alongside later roles until funding ended.

An augmented-reality platform; the concept, product and design are mine. Case study: degenie.xyz/work/hyperlens

- Wrote the white paper (the camera is a platform, the lens is an application) and designed the product: layers of data placed in the city, with a wallet one tap from the camera.
- Hired ONY to help render and visualise my product and design, working closely with them; took it to a working prototype (Dec 2022). It did not launch: development stopped when the funding ended.

Waves Platform · Director of Product

Jul 2017 – Dec 2018

Product and design direction for Waves Client: a wallet, a decentralised exchange and a token launcher in one app. Case study: degenie.xyz/work/waves

- Launched Client 1.0, the redesigned exchange and the rebrand in Dec 2017; 330,000 wallets were active during the beta, which ended in Jul 2018 after 53 releases (Waves).
- Directed the identity ONY designed and carried it into the product and its design system.

UMSTEL · Head of Product

Aug 2015 – Feb 2017

Personally designed the complete trading terminal, desktop and mobile, and TradingIdea; from Oct 2016 it ran RoboForex's stock trading across more than 8,000 stocks and ETFs (Finance Magnates).

Superjob.ru · Head of Product

Apr 2013 – Mar 2015

Built the design team and a shared design system for a service used by about 1.2 million people a month, and shipped its first iOS, Android and Windows apps.

OZON.ru · Head of Design

May 2012 – Apr 2013

Set up and led the design team across Ozon's services; a new-service launch lifted its conversion by about 29%.

Art. Lebedev Studio · Senior Designer

Jan 2011 – May 2012

Credited designer on Ozon.Travel's booking flow, cut from six steps to four, with 20% more people past step three (studio case); introduced a prototyping-first process that raised development profitability by 18%; designed for Tinkoff, Yandex, Yandex.Money and CIAN.

SELECTED WORK AND WRITING

- Essays (Oct 2026): "Principles that run" and "Ask before you spend". degenie.xyz/writing
- Talks: interaction design seminar, Art. Lebedev Studio; interface design seminar, [Kaspersky Lab, Moscow \(Apr 2011\)](https://Kaspersky Lab, Moscow (Apr 2011)).

RECOGNITION

- Blum, 2025: Best Trading dApp and Best GameFi App on Telegram (Blockchain Forum); Best Blockchain Game (AIBC Awards).
- Blum, 2024: TON Open League Season 6 App League winner; MVB Season 7 and Binance Labs investment.
- DOGS, 2025: Guinness World Record, with Notcoin and Lumasky, for a 1,498-drone image.

EDUCATION

- Project Management Body of Knowledge (PMBok), Project Management Institute
- Strategic Management and Balanced Scorecard; Team Management, EY

SKILLS

Product strategy and direction · design leadership, hiring and reviews · brand and identity · design systems · interaction design for wallets, trading and payments · prototyping and user testing · building with AI agents (Claude Code, Codex) · Figma · React, Python and Rust

LANGUAGES

English, fluent · Russian, native