

Leo Spektor

Lead Product Designer — AI-powered B2B

Remote · CET, overlap with US East Coast afternoons · Available worldwide as a contractor via Deel

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01 About

Lead Product Designer building AI-powered B2B products from zero. I owned PeakPrivacy, a privacy-first Swiss AI workspace, and grew it from 0 to 50+ paying enterprise clients. I take design from ambiguous problem to shipped product: product logic, UX, UI, and design system. Comfortable as the first or only designer.

02 Experience

freihandlabor GmbH

Lead Product Designer

Apr 2023 — Present

Zurich, Switzerland · Remote

Leading product design across AI-powered B2B SaaS and public-sector digital products, from discovery and product logic to shipped experiences.

- Designed PeakPrivacy from the ground up — a privacy-first Swiss AI workspace that grew from 0 to 50+ paying clients with enterprise plans from CHF 2,990/month.
- Designed the core AI product surface — chat, group chat, RAG/knowledge base, document analysis, permissions, security levels, and admin workflows — for enterprise users with strict privacy requirements.
- Owned UX/UI and design system for Headlessforms (100+ paying clients, 2,000+ free users).
- Designed Swiss enterprise and government platforms incl. Spheriq, Eventkit, Sportamt Bern (City of Bern sports department), and Basel-Landschaft (canton government).

Lucid Reality Labs

Lead Designer

Aug 2021 — Apr 2023

Sole designer on enterprise AR/VR/MR and simulation products for global clients in healthcare, training, and logistics.

- Designed UX/UI for Amazon, American Red Cross, Roche, Medtronic, 3M, and Philips.
- Collaborated with PMs, engineers, 3D artists, and domain experts on award-recognized XR projects.

Sensorama Lab
UI/UX Designer
Sep 2017 — Aug 2021

Designed web, mobile, and immersive product experiences for international clients across consulting, finance, industrial, and pharma sectors.

- Designed dashboards, admin panels, mobile apps, AR/VR applications, and corporate websites.
- Delivered design for global brands incl. EY, Volkswagen, McDonald's, Air Liquide, Alpha Bank, Servier, DTEK, and Megogo.

Banan
Founder / Product Lead
2012 — 2017

- Founded and ran a clothing brand from product to e-commerce; managed a 7-person team.

03 Skills

AI Product Design

LLM UX AI Chat Interfaces RAG / Knowledge Base AI Workflow Design

Prompt Design Model Selection UX Privacy & Security UX

Product Design

UX Architecture Product Strategy Information Architecture User Flows

Prototyping Interaction Design Design Systems Developer Handoff

Research & Leadership

User Research Competitive Analysis Stakeholder Interviews

Product Ownership Design Leadership Cross-functional Collaboration

Tools

Figma (incl. FigJam, Make) Notion ClickUp Adobe Creative Suite

04 Education

2009 — 2013

Bachelor of Business Administration
Wisconsin International University in Ukraine

05 Languages

English **Fluent**

Ukrainian **Native**

German **Basic**