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Senior Product Designer

Summary

Senior Product Designer with 10+ years of experience designing consumer-facing and SaaS web experiences, with a strong focus on usability, clarity, and conversion. Proven at optimizing eCommerce and marketing-adjacent product surfaces through data-informed iteration, user research, and close collaboration with product managers and engineers. Experienced in building scalable design systems and delivering polished, responsive UI that supports product launches, growth initiatives, and brand trust.

Core Skills

UX/UI Design • Interaction Design
Usability Testing • Design Systems
Wireframing & Prototyping
User Research
Accessibility (WCAG)
Mobile-First & Responsive Design
SaaS Platforms
Agile/Scrum Collaboration
Stakeholder Communication
Information Architecture
Branding & Marketing

Design Tools

Figma
Adobe Creative Cloud
(Photoshop, Illustrator,
Indesign, Lightroom)
Framer
Wordpress
Lovable
Claude Design

Education

Bachelor of Fine Arts in Graphic Design

Montclair State University, 2014

Professional Experience

Senior Product Designer

Greater Than 14 | Freelance | June 2025 – Present

- Designed a sales and MSP platform for a local service business, creating dashboards and workflows that improved lead tracking accuracy by 40% and reduced manual admin work.
- Delivered branding, marketing collateral, and high-converting landing pages for small retail and hospitality clients, increasing brand consistency and boosting inbound inquiries by 20%.

Senior Product Designer

Combustion Group | Remote | Sep 2020 – May 2025

- Designed white-label Ecommerce SaaS for meal prep and logistics clients, reducing manual processes by 40% and improving order fulfillment, delivery scheduling, and overall workflow efficiency.
- Built and scaled design systems, increasing design consistency and reducing QA revisions by 30% across teams.
- Conducted usability testing and research, identifying workflow gaps that boosted customer satisfaction scores by 25%.
- Collaborated with product managers, engineers, and stakeholders to align product vision with user needs, ensuring scalable design solutions.

Product Designer

Combustion Group | Fairfield, NJ | Aug 2017 – Sep 2020

- Designed subscription and onboarding flows for B2C/B2B SaaS platforms, cutting client setup time by 50% and supporting 7-figure annual revenue growth.
- Delivered end-to-end user flows and prototypes, reducing rework by 40% and accelerating Agile iteration cycle
- Created responsive healthcare and e-commerce interfaces, improving mobile task completion rates by 35%.

Graphic Designer

Combustion Group | Fairfield, NJ | Sep 2015 – Aug 2017

- Boosted online engagement by 30% by crafting impactful social media visuals and brand-aligned marketing collateral.
- Partnered on an e-commerce launch, optimizing checkout flows and increasing conversions by 20% in 3 months.

Lead Graphic Designer

General Trading | Carlstadt, NJ | Oct 2014 – Sep 2015

- Directed a team of 7 designers, streamlining operations and increasing project delivery speed by 20%.
- Designed data-driven layouts for weekly sales circulars across 50+ grocery stores, raising weekly sales by 20% through improved product visibility.