

Elena Shcheglova

Product Builder · Full-stack Developer · Solo Founder

desculture@gmail.com · [linkedin.com/in/elena-shcheglova](https://www.linkedin.com/in/elena-shcheglova) · [behance.net/desculture](https://www.behance.net/desculture) · elenashcheglova.com

SUMMARY

Product Builder and full-stack developer with 9 years at the intersection of product and design. I own products end-to-end — from research and UX to AI-assisted Python backend logic and automation — solo, with nothing lost between specialists. I specialize in fintech, betting, and Web3 products: blockchain games, crypto platforms, betting platforms. I built and monetized my own product, Buddygotov, 0-to-1 — from idea and research to release and billing. On client work, I collaborate cross-functionally with their teams. Remote, with international teams.

EXPERIENCE

Lead Designer (Product & Graphic) — 2024 - 03.2026

Web3eco · Switzerland · web3 holding

Platform for selling tokenized assets — built from scratch across 5 adapted versions. Website builds for the holding's projects (mining, paulownia-plantation income), graphics promoting every company in the holding.

Graphic Designer — 2023 - present

Dexsport · Costa Rica · blockchain betting

Templates and a design system supplying the marketing and SMM teams with visuals on an ongoing basis.

Graphic & UI/UX Designer — 2021 - 2023

Pulsar (Twelve Random Words) · UAE · blockchain game

Game UI/UX in Figma and Unreal Engine 5, including the crypto-wallet connection flow. Result: time from login to wallet connection was cut in half — confirmed by beta testers. Portfolio: [behance.net/gallery/179805125](https://www.behance.net/gallery/179805125)

Graphic & UI/UX Designer — 2018 - 2021

Betplanet · Malta · betting platform

Marketing visuals, sportsbook, and user flows for a platform in the Ghana market. Result: the platform ranked top-5 in Ghana for payment-system efficiency and sportsbook completeness.

UI Designer — 2017 - present

Independent practice · landing pages and websites for small and medium businesses

Portfolio: [behance.net/desculture](https://www.behance.net/desculture)

OWN PRODUCT

Buddygotov — Solo Founder — 2023 - 2024

Telegram bot and ecosystem for wilderness & emergency survival

Solo, full stack: research → UX/bot flow → design → Python backend → DB & APIs → content → launch → monetization. Stack: Telegram Bot API, Python, DeepSeek AI, Open-Meteo, GraphHopper, Fastify, YooKassa, Figma. Result: live and running, monetized (299 RUB/mo).

Links: buddygotov.ru, @SurvivehelpBot

EDUCATION

1998 - 2003 — University of Culture and Arts (Saint Petersburg) — mass-media management

2004 - 2007 — Institute of Business and Politics (Moscow) — finance and credit

2014 - 2015 — International School of Design (Saint Petersburg) — graphic design

SKILLS

Product design · Backend (AI-assisted) · Branding · Bot development · UI/UX · API integration · Motion · AI automation · English — fluent

TOOLS

Figma · Adobe Photoshop · Adobe Illustrator · Tilda

AI TOOLS

ChatGPT · Claude · Midjourney · Runway · DeepSeek · Suno · Stable Diffusion · Leonardo AI

Full portfolio and case studies at elenashcheglova.com