

Basil Skrnk Product Designer



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1 That's my blog in the style I think you might appreciate for a blog.

1 I still have this trauma of being afraid of being locked-in with whatever service I'm currently using. Since I'm not a paying customer at the moment, I cannot be sure this address stay active indefinitely.

Circa 2005 is when I started not only playing video games with my computer, but also learned programming.

Turbo Pascal, then C++, then Action Script.



Macromedia Flash, remember? :)

I was fortunate to start working with Flash early on — when it was still popular — that swayed me into a world of work and opportunities.

I worked with a number of **advertising agencies**, producing motion design. That moved me away from Flash to **After Effects** and 3Ds Max, effectively into **video production**.

Before that, I actually **studied software engineering** in the university. Despite me willing to become a software engineer, that formal education was a disastrous waste of time. So, I went all-in **motion designer**. Before that, I managed to work for a local (outsource) **software company** for a while.

I started my own team, we were delivering all things digital, but mostly motion design.

At a later point, I **made a harsh stop** on all my previous activities and took my time to reconsider what's going on in my life. I focus on my family and join a local department of some semi-random international company as a **kind-of** web developer who rethinks company's internal services and processes with a small team.

1 That story halted abruptly due to the war. (Russia placed on Ukraine.)

If you wish to explore my career path more closely, visit [my website](#), or... [LinkedIn](#).

Since mid 2022, I had a separate small business of **city farm**, producing microgreens.

It's a very long story, I covered it in my blog.

Being short, that's the latest adventure of mine, and it taught me product design more than any other opportunity, including software companies.

We've been selling a product that has a shelf life of one week, is a consumable and has to be delivered gently and quickly.

It's a challenging niche to be in.

Everyone who knows me personally was puzzled, why would I even join this. I looked not fit for this (and I wasn't). Yet, I believe it taught me more than this internet *pretending* at designing products.

I believe, in most companies, especially big companies, designers do not design *products*. They do some Figma here and there, follow some tasks, and sometimes — at best — they have the power to decide upon some *part* of the product.

Yet, someone named them product designers.

Here, I had the opportunity to evaluate all the sides of the business as its new owner, and design the *product* we were selling.

Meaning all the steps from its inception till its arrival to a client. Not only its packaging, but the processes that lead to its creation too.

This story ended in the beginning of 2025. I learned from this adventure, and I'm moving further.

I'd love to tell it was a successful story, but it wasn't. For me, it was never about bragging of the coolest new shiny thing, but rather the opportunity to learn.

And I did. I learned some things here.

I have other projects to show too.

1 The links are clickable.

E.g. you can read [how this résumé was made](#).