Illia Pashkov

Founder, product leader & designer

i@pshkv.com / pshkv.com / LinkedIn

Los Angeles & San Francisco

I help founders and teams solve product and business problems with strategy, design, and AI. My path runs from branding and agency work to product leadership, company building, immersive experiences, and AI agents.

FOCUS

Product strategy and discovery / Product and brand design / AI-native product development / Team leadership / Company building and go-to-market

CURRENT COMPANIES & PRODUCTS

Acton Labs / The Agent Times

Co-founder, product; editor & publisher | 2026-present

Product work on attribution for agent-driven markets. At The Agent Times, I lead the product offering and editorial experience across a publication for human readers and a public interface for AI agents.

SINT Labs

Founder | 2024-present

AI operators and new interfaces. SINT Protocol explores scoped permissions, spending limits, human approval, and authorization records for agent actions. Public code and a working paper make the approach available for review.

Nomee

Co-founder, CTO | 2025-present

An early exploration of wearable sensors and on-device processing to help children and caregivers notice patterns in everyday wellbeing.

COMPANY BUILDING

Player's Health

Co-founder, design and product leadership | 2015-2023 | Exited 2023

Designed the initial athlete health app and product structure, then led product as the company expanded into sports insurance and risk management. Original interfaces connect injury reporting, athlete profiles, and organization dashboards.

Company context: the December 2024 Series C brought total funding above $100M, after my 2023 exit. Funding coverage

Selected experience

Product, design, and creative leadership

Roles overlapped. Dates refer to individual engagements.

Meta Reality Labs

Product lead | 2023-2025

Led consumer product experiences combining AI, 3D, and the metaverse, from concept through launch.

Tokensoft

Head of product | 2024

Led product for token distribution and compliance, connecting blockchain infrastructure with user-facing workflows.

Ghostdrive

Co-founder, product | 2018-2020

Led product during the encrypted file-storage chapter. The company has since expanded its offering into a broader private workspace.

Givelify

Director of product innovation & design | 2017-2018

Led product innovation and design for a giving platform connecting donors with churches and nonprofits.

BMW Group

Senior product designer | 2016-2017

Worked on BMW Connected across in-car screens and the mobile app, refining the everyday driver experience.

DESIGN FOUNDATION

PSHKV studio / Brand and product design, 2014-present. Included Dowell, a development company in Odesa, with a team of about 60.
Worth Agency, Dubai / Art and creative director, 2013-2016.
Alt-Minds, Lexis Numerique / Orange / Art direction, 2012.
Motto & BrandOn, Ukraine / Designer to art director, 2002-2013.

ADVISORY & PUBLIC WORK

Mindo AI: advisor, partnerships, 2025-present. GT Protocol: advisor, 2023-present. Earlier fintech advisory engagements, 2018-2019; Hustle Summit / FindSpark mentor, 2017-2019.

Writing, conference talks, and interviews on design, company building, immersive experiences, and AI. Selected writing, talks & press.

EDUCATION

Odesa Polytechnic / Master's in Project Management, Design Engineering.

Project artifacts & case studies / Book a conversation