

phile^eppov

Nikita Filippov

Product Designer · 0→1 products and their identity · Ex-Medal.tv

Filed under
03 — Make the call, then check it

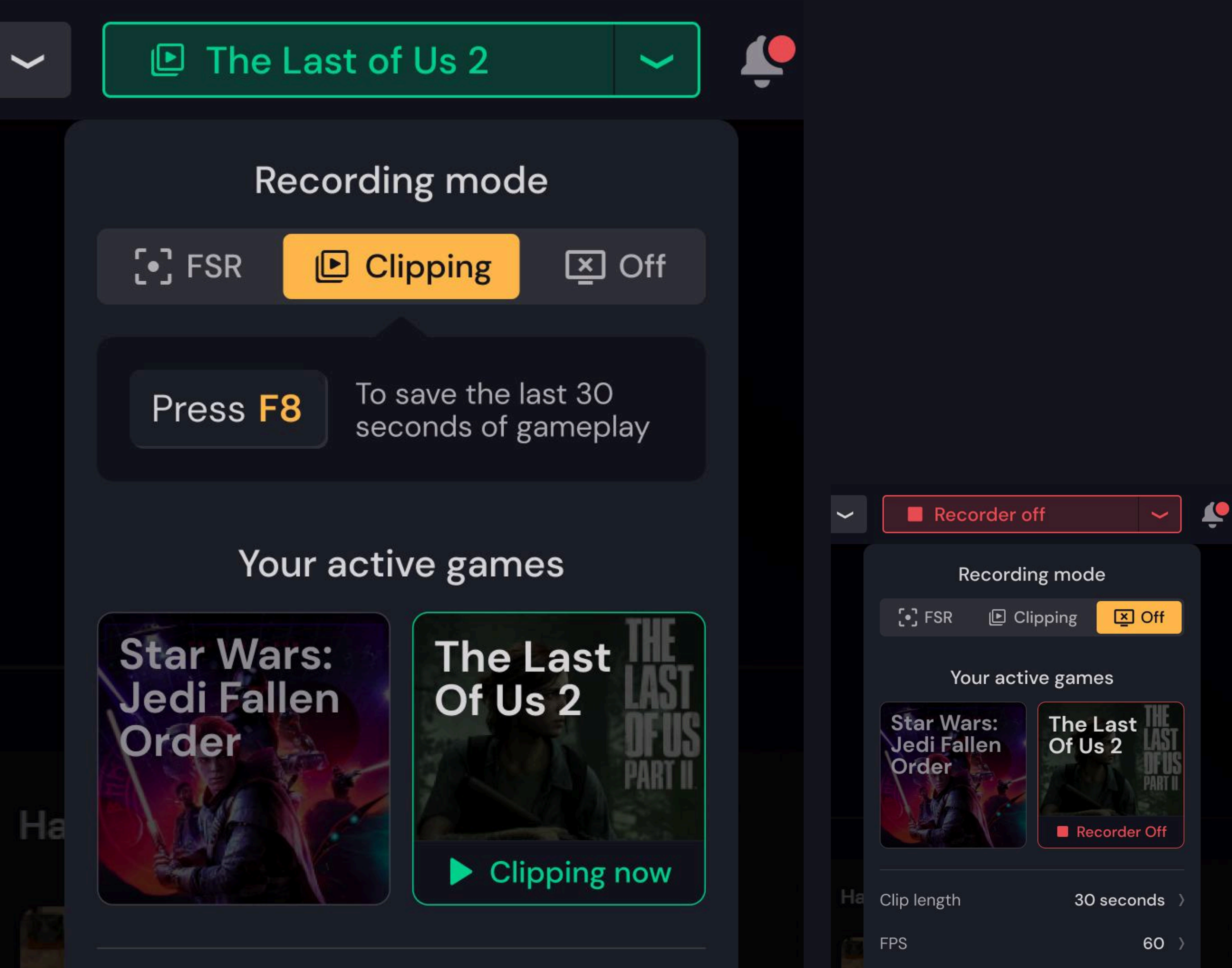
Medal.tv

How recording starts in Medal, a desktop app that records your games in the background and saves clips on a hotkey. 3 million daily users.

Product Designer · Contract, remote · Oct 2021 – Nov 2022

New users kept asking support how to start recording, and not many of them got as far as posting a clip. The PM brought me the task with a direction, and the rest was my call. I was the only designer on this flow. I handed off the design and left the company before it shipped.

phil 01 ppov · NF · 2022

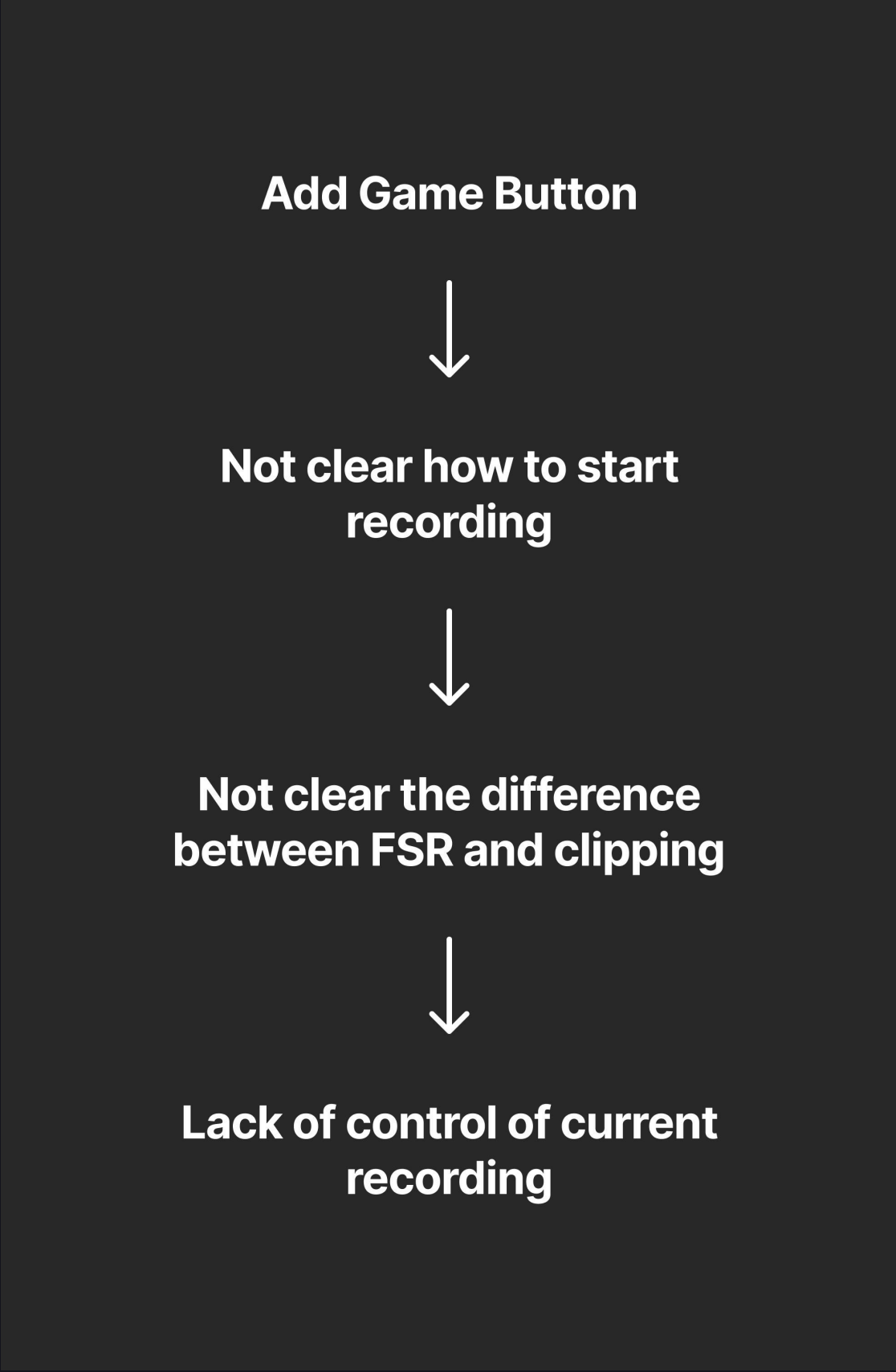


Tension

Medal's top bar had one dropdown for everything. It showed your online status to friends, and once a game was running it said "Clipping: PayDay 2". Clicking it opened a stack of quality settings. Nothing about how to save a moment. Next to it sat a separate Add Game button.

My notes from back then: the Add Game button makes it unclear how to start recording. The difference between full session and clipping isn't clear. There's no control over a recording that's already running.

A round of small patches would have closed the tickets. Rename the button, label the modes, add some tooltips.



The app said it was recording. What to do next was up to you.

Key decisions

01. Recording gets its own place

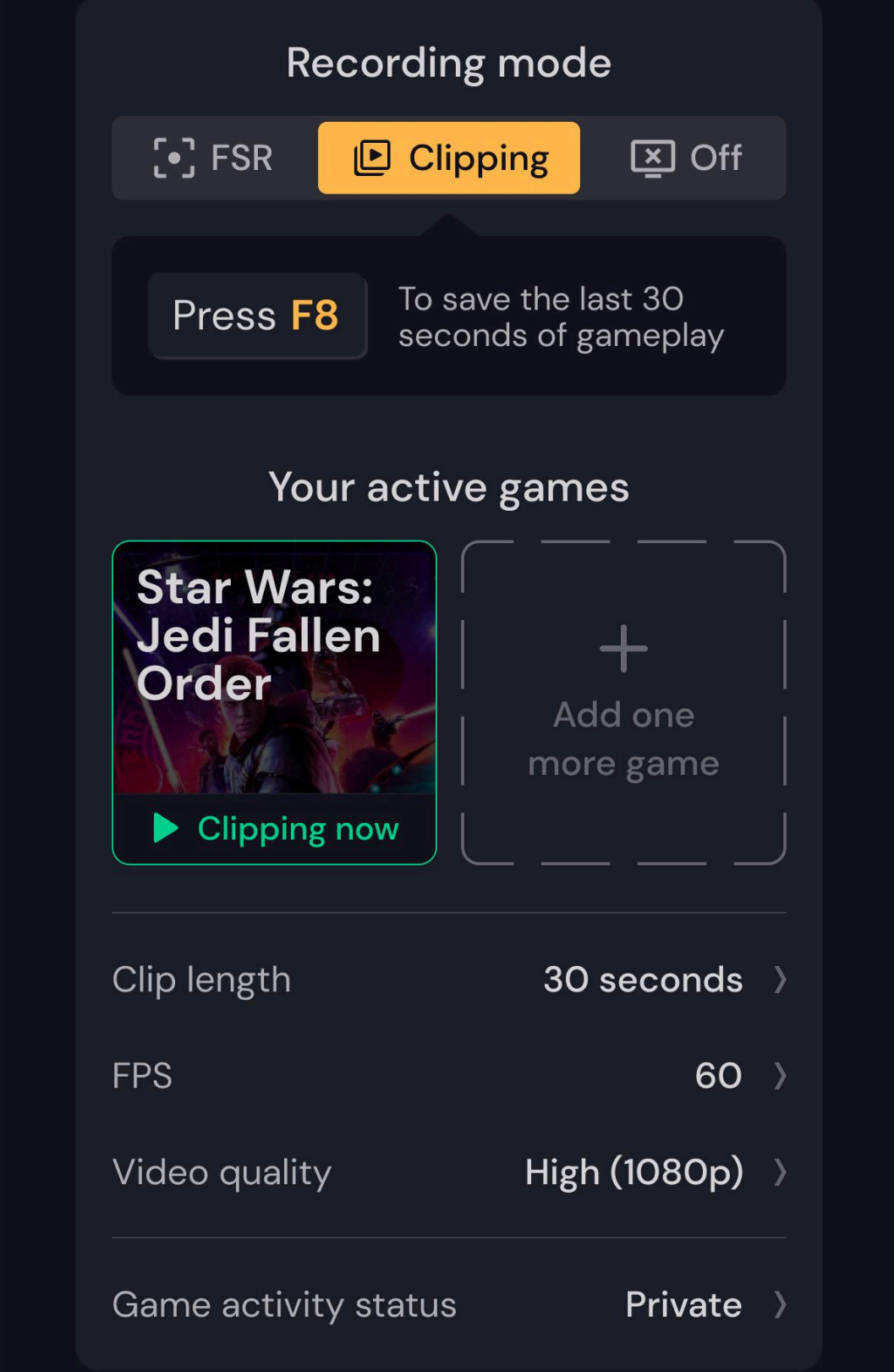
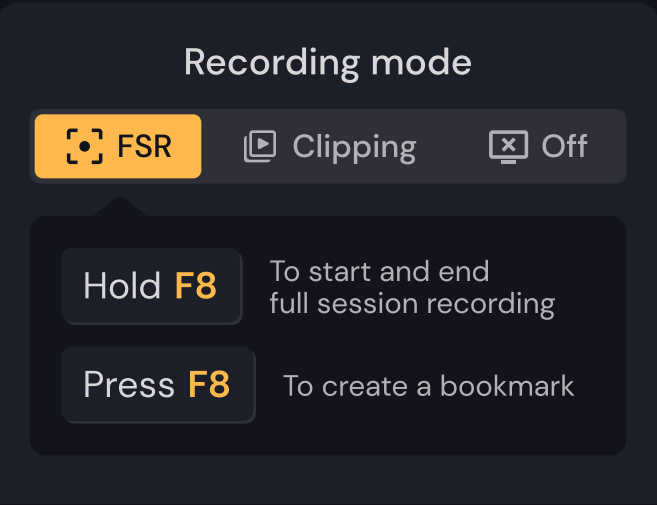
Online status and recording status lived in one dropdown.

I pulled everything about recording out of it. Online status stayed on the left, next to the avatar.

Recording got its own button on the right, named after the game you're playing. Inside: the mode (clips, full session or off), your active games with their covers, and a slot to add one more. The Add Game button became that slot.

The hint under the mode changes with it. In clipping it says press F8 to save the last 30 seconds. In full session, hold F8 to start and stop.

The cost was the settings. Everything except clip length, FPS and quality moved one level deeper, and people who tuned their recording now take an extra click.



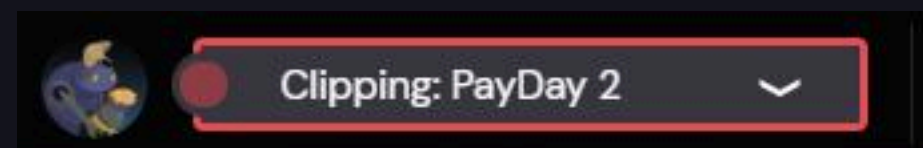
Key decisions

02. Recording is the normal state

Recording is red. It's red on every camera, and it was red in Medal too, a red dot next to "Clipping: PayDay 2".

I flipped it. While Medal records, the button and the game's frame are green. Red is for "Recorder off". For an app that records in the background, recording is the normal state. The thing to worry about is when it stops, because the next moment won't be saved.

It breaks a convention people know from every camera.

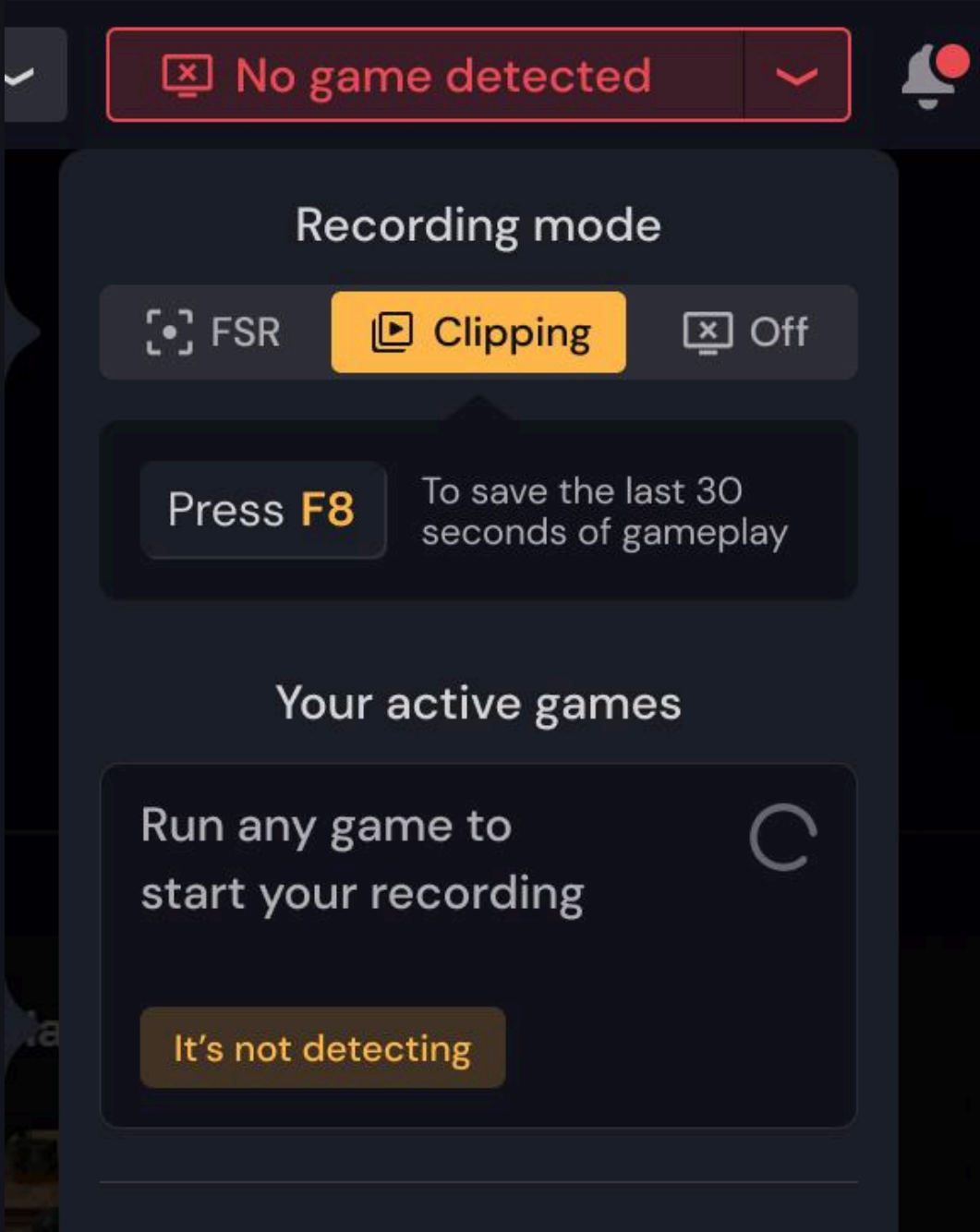


What happened

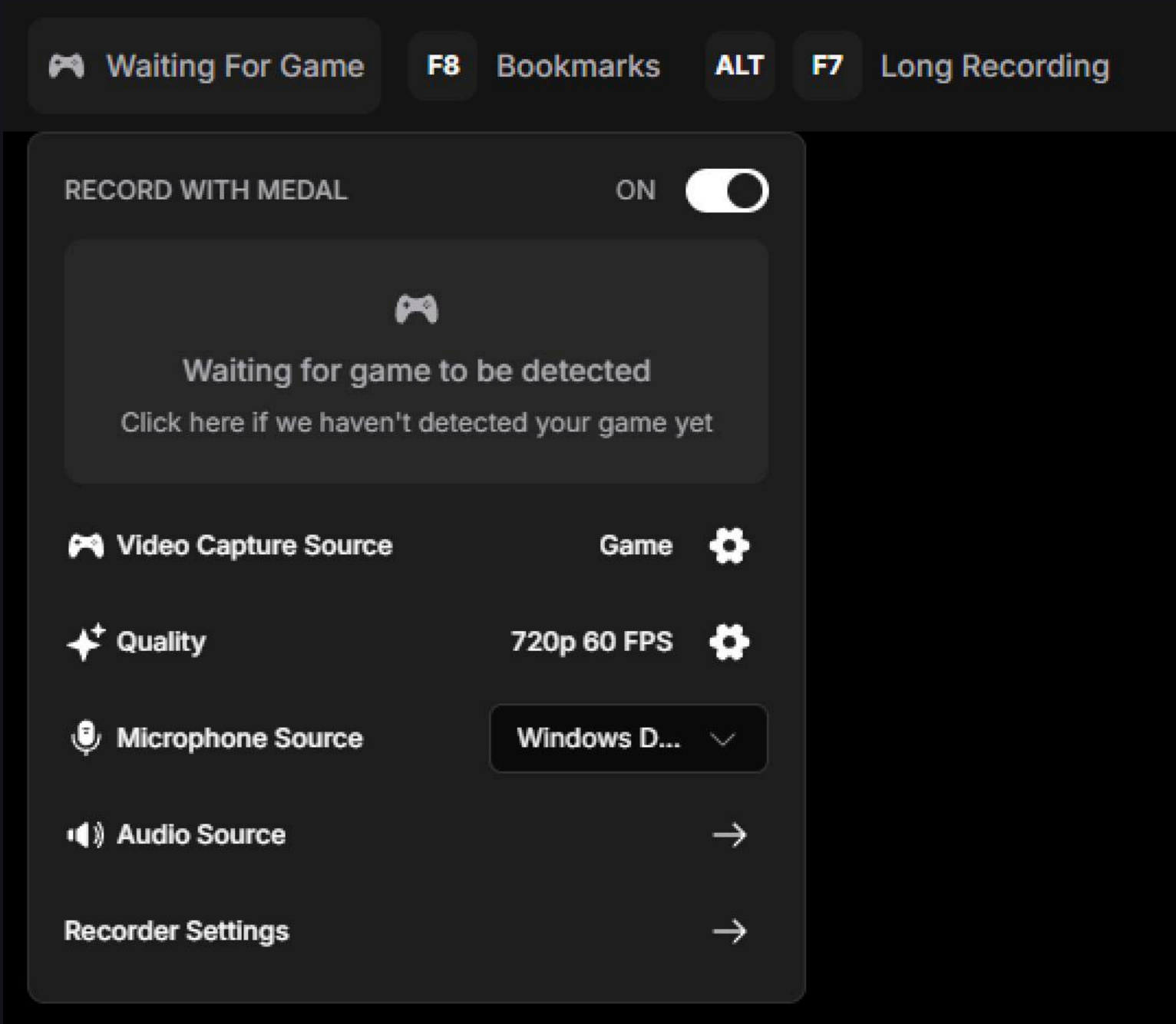
The flow shipped about six months after I left, with small changes.

Medal has been through two redesigns since. The mode switch didn't make it: off became a toggle, and full session moved to its own hotkey.

The core held. Recording still has its own button in the top bar. The game you're recording sits in a green frame next to an Add Game slot. The hotkey stays on screen, and if detection fails you can still pick the process yourself.

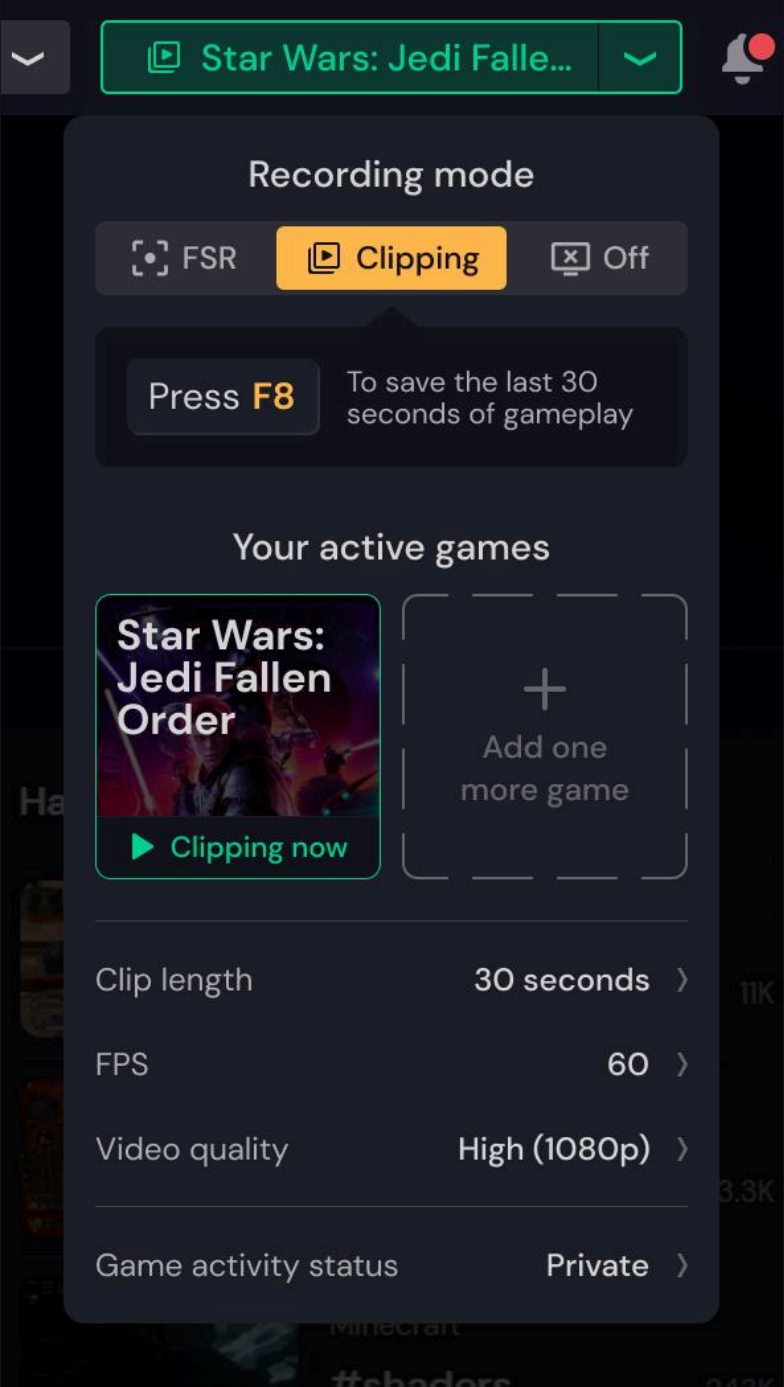


2022

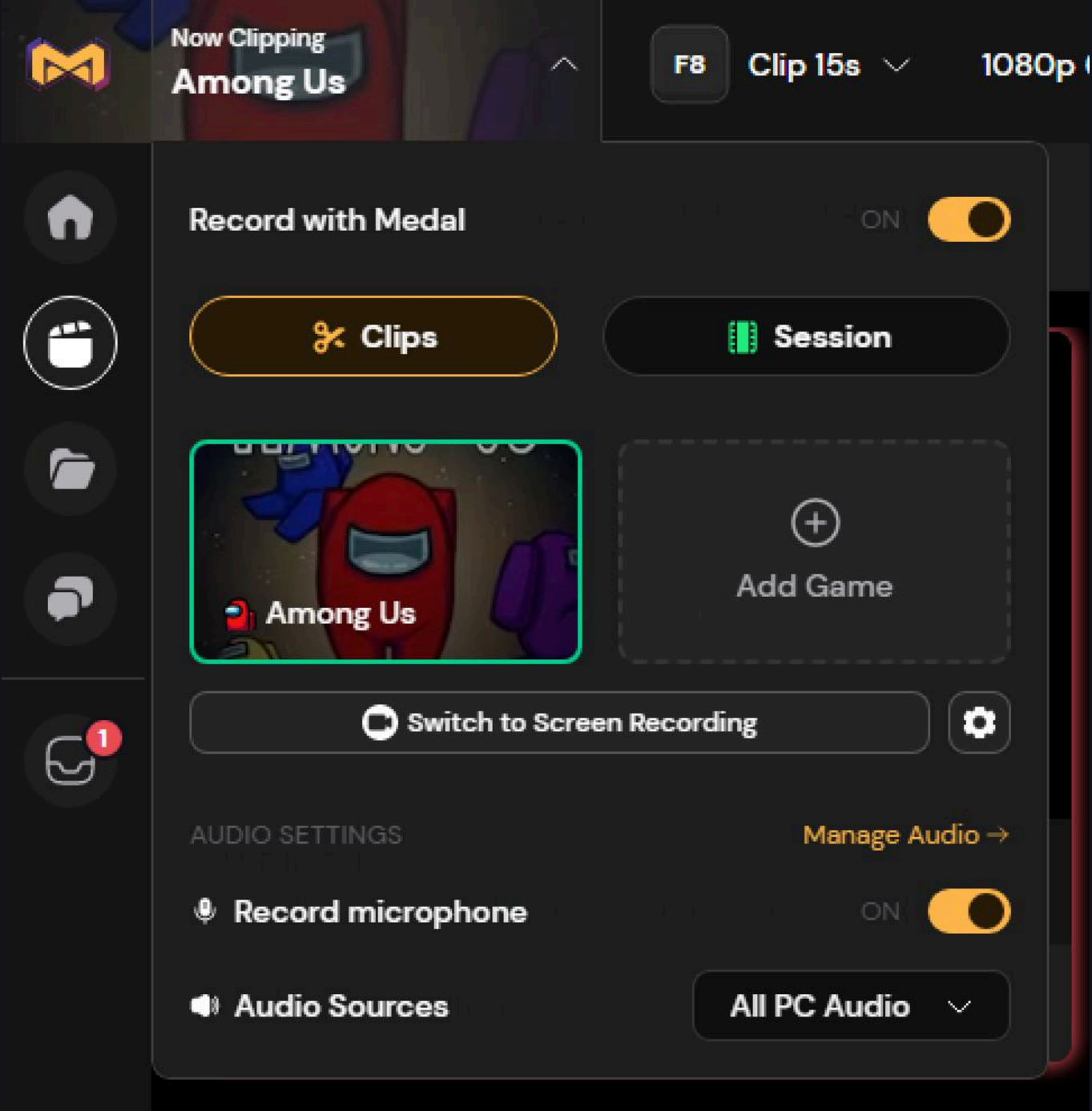


now

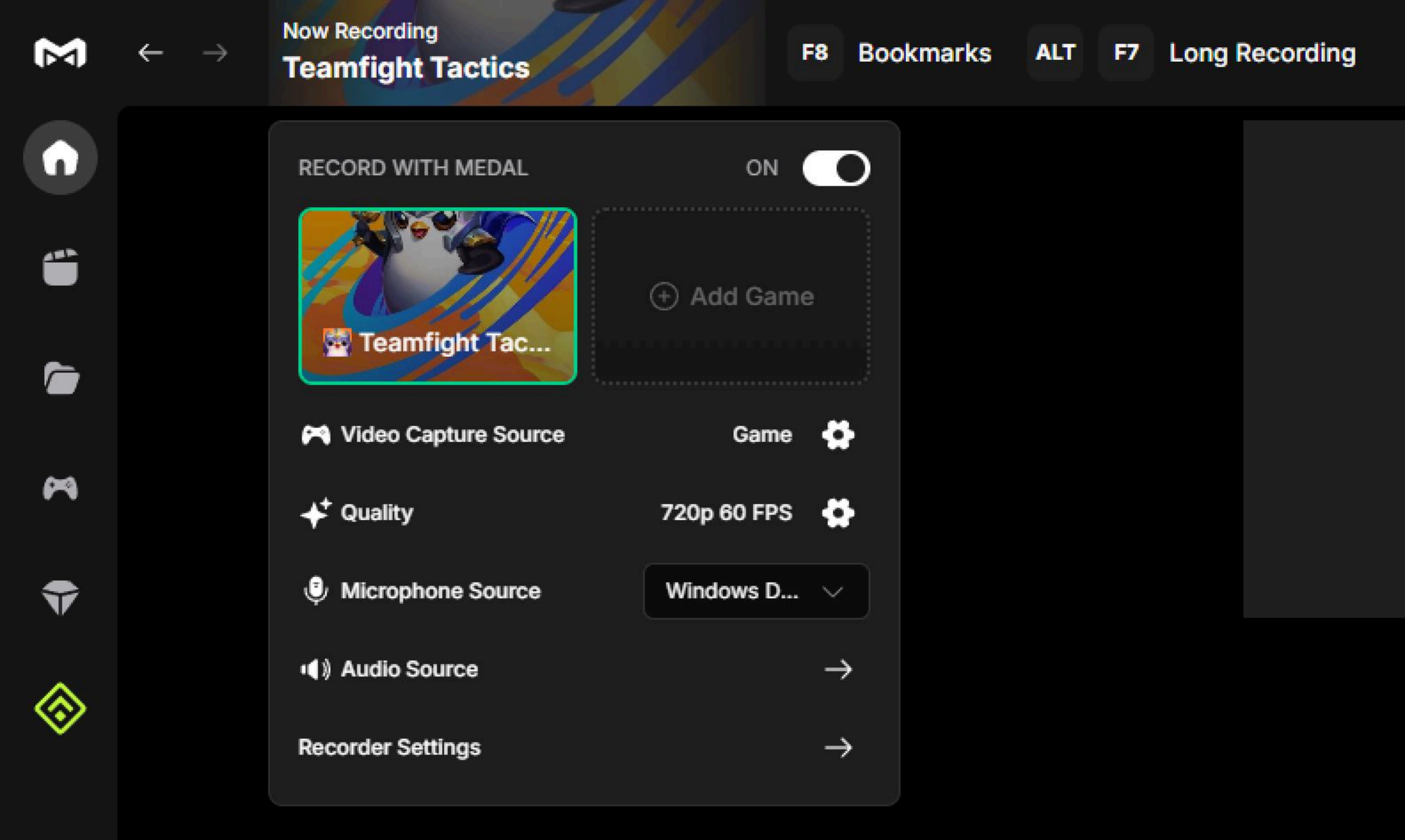
Artifacts



2022



2024



now

Filed under
04 — Character is not a layer

SPORTS CLUB

A daily fantasy league for football and basketball by PlayMini. Collect cards, build a lineup, stake ETH on a day's games.

PlayMini — fantasy sports on crypto · Nov 2025 – Apr 2026
Identity and product design, 0→1.

Identity, landing page, cards and packs, the core product screens and the autobot setup. A second designer carried the system into the rest of the product without working alongside me.

phil 02 ppov · NF · 2026

COOOOL FANTASY SPORTS



TODAY'S DAILY PRIZEPOOL
3.05 ETH

FANTASY LE

AN ACTUALLY FUN & EXC
DAILY FANTASY SPORTS
LEAGUE BUILT FOR
A NEW WORLD!

COOL

CLUB

- PATRONS RE
SPORTS TOV
- PATRONS AUTO
SHARE OF REV
- PATRONS CAN C
ANYTIME

CLOSES IN

JOIN THE
LEARN MORE

Tension

Fantasy sports products are built around the players. Clean cards, collectible finishes, the world where millionaires play ball among themselves.

Nobody in that world is buying packs. The people picking lineups are somewhere else entirely, and that place is loud, dirty and in a hurry.

The fan isn't in the arena. The product shouldn't pretend otherwise.

Key decisions

01. The fan draws on the poster

Collectible cards are sold on condition. A clean photo, a perfect finish, nothing touched.

I gave every player his own graffiti, the way a fan treats a poster on the wall. The value is in the wear.



01. The fan draws on the poster

MY LINEUP

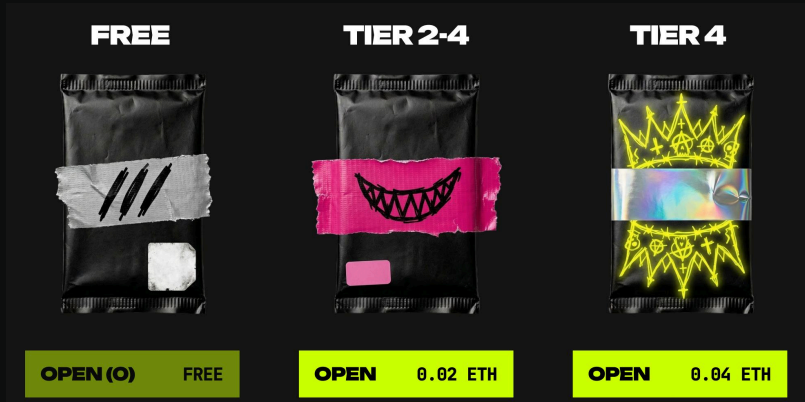
POINTS EARNED SO FAR
23



Concept

Shipped

The faces came out over image rights. The shipped cards use mannequins, rarity is carried by the background color, and the drawing survived on the packs, where rarity is what people pay for.



MY LINEUP

POINTS EARNED SO FAR
23



02. States are marked by hand

Products like this keep the identity on the landing page. Inside, an active state is a fill, a border or an underline, and it reads as the system talking to itself.

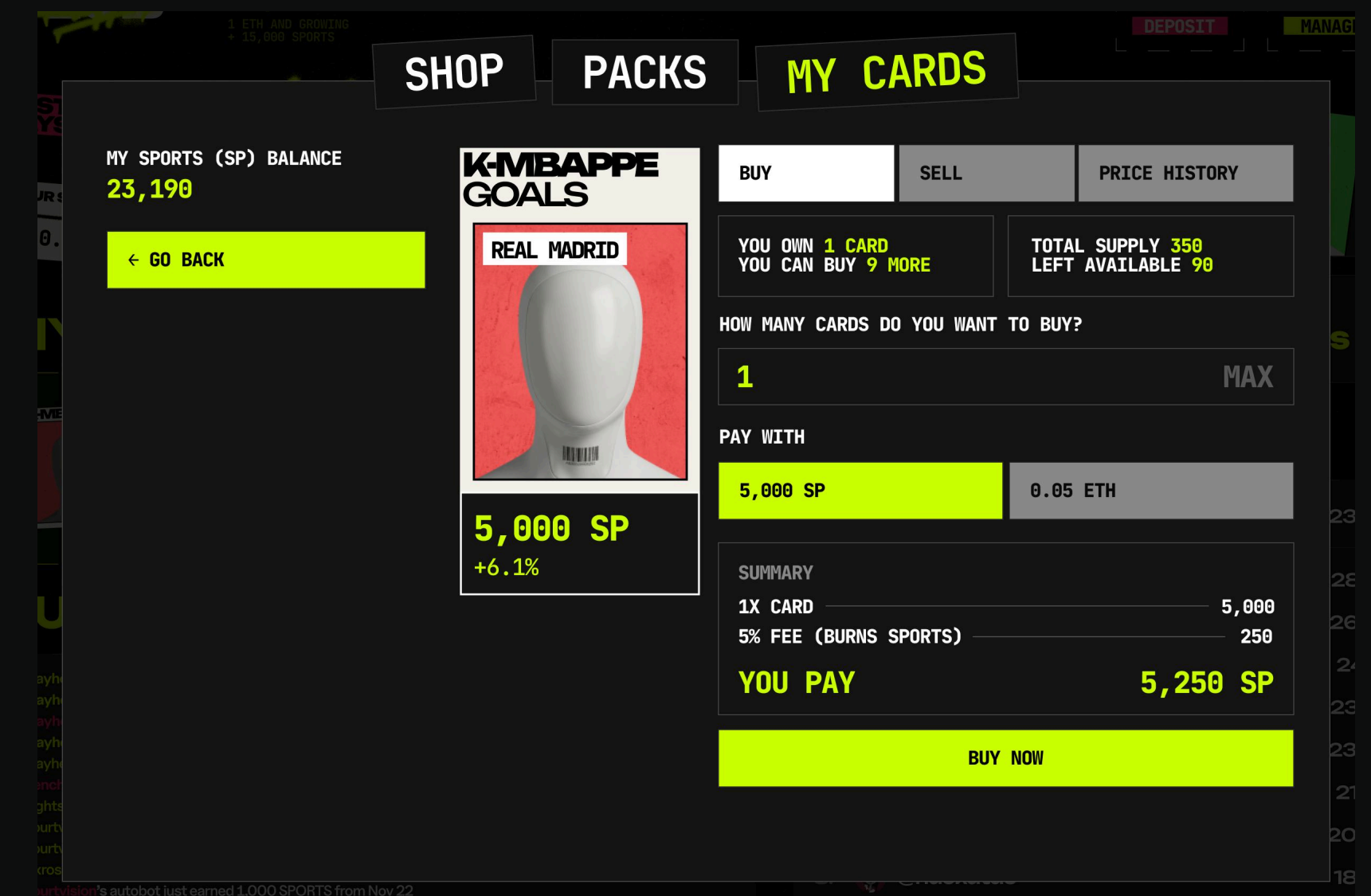
I sprayed over the current day. Past days get a sticker. Your stake and your place are written on paper tickets. Risk in the autobot setup is counted in hand-drawn dollar signs.



02. States are marked by hand

Where money moves, the noise drops.
Buying a card runs on a straight grid
in mono, and only the tabs stay
crooked.

The first glance pays for all of this.
Most of the dashboard is set in one
heavy weight, and one lime carries
headings, buttons and data at once. It
reads slower than a dark dashboard.



What happened

It launched publicly and ran tournaments with live ETH stakes.

SPORTS CLUBS

NOV 23RD PRIZEPOOL
\$3,000
1 ETH AND GROWING
+ 15,000 SPORTS

NOV 23RD ENDS IN
12 H: 21 M: 12 S

PAST DAYS

NOV 22

NOV 23

NOV 24

YOUR STREAK:
5 DAYS

YOUR STAKE
0.02 ETH
(+ADD MORE)

LEADERBOARD (SHOW)
RACE 5/100

POTENTIAL PAYOUT (?)
0.05 ETH

MY LINEUP

POINTS EARNED SO FAR:
230

K-MBAPPE
+88 goals

L-JAMES
+9 assists

K-DURANT
+31 points

S-CURRY
+69 threes

L-YAMAL
+33 dribbles

Head Coach
+ADD

AUTOBOT'S LOG

MINE

GLOBAL

ETH
6
DEPOSIT

SPORTS
23,190
MANAGE

1 FREE PACK IS READY

MY CARDS MARKET

CUSTOMIZE MY AUTOBOT

AUTOBOT PERMISSIONS

LEADERBOARD

5. @phileeppov (you) 230

1. @Oxroses 287

2. @courtvision 264

Filed under
05 — The safe version is already taken

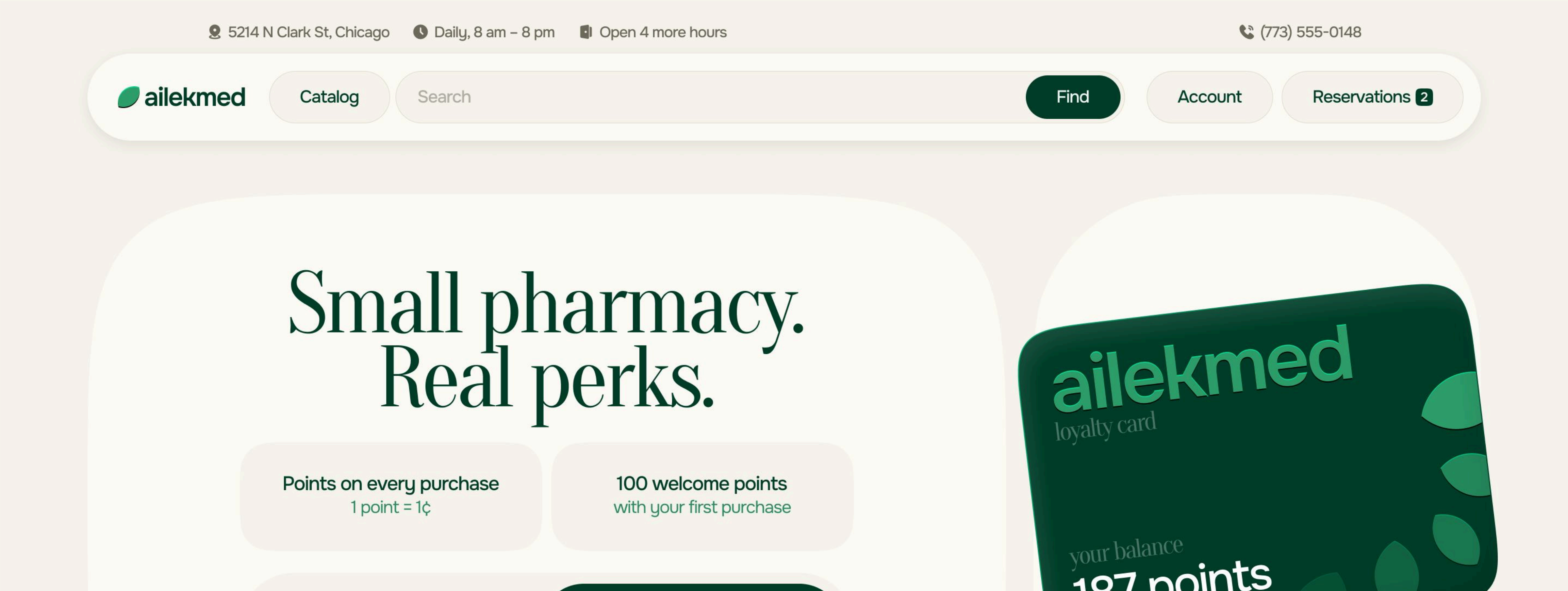
Ailekmed

A website for a single pharmacy: a catalog, booking for pickup and a loyalty card.

Pharmacy website · May–Jul 2026
Product design, 0→1. Six weeks, with one developer.

The pharmacy had a logo, a color and no license to sell medicines online. I carried the logo and the color into the site and designed the rest: catalog, booking, the loyalty program and its rules, and the copy. A developer built it.

phil 03 ppov · NF · 2026 · Screens localized to English for this case · © OpenStreetMap contributors



A pharmacy that just opened needs regulars before it needs sales.

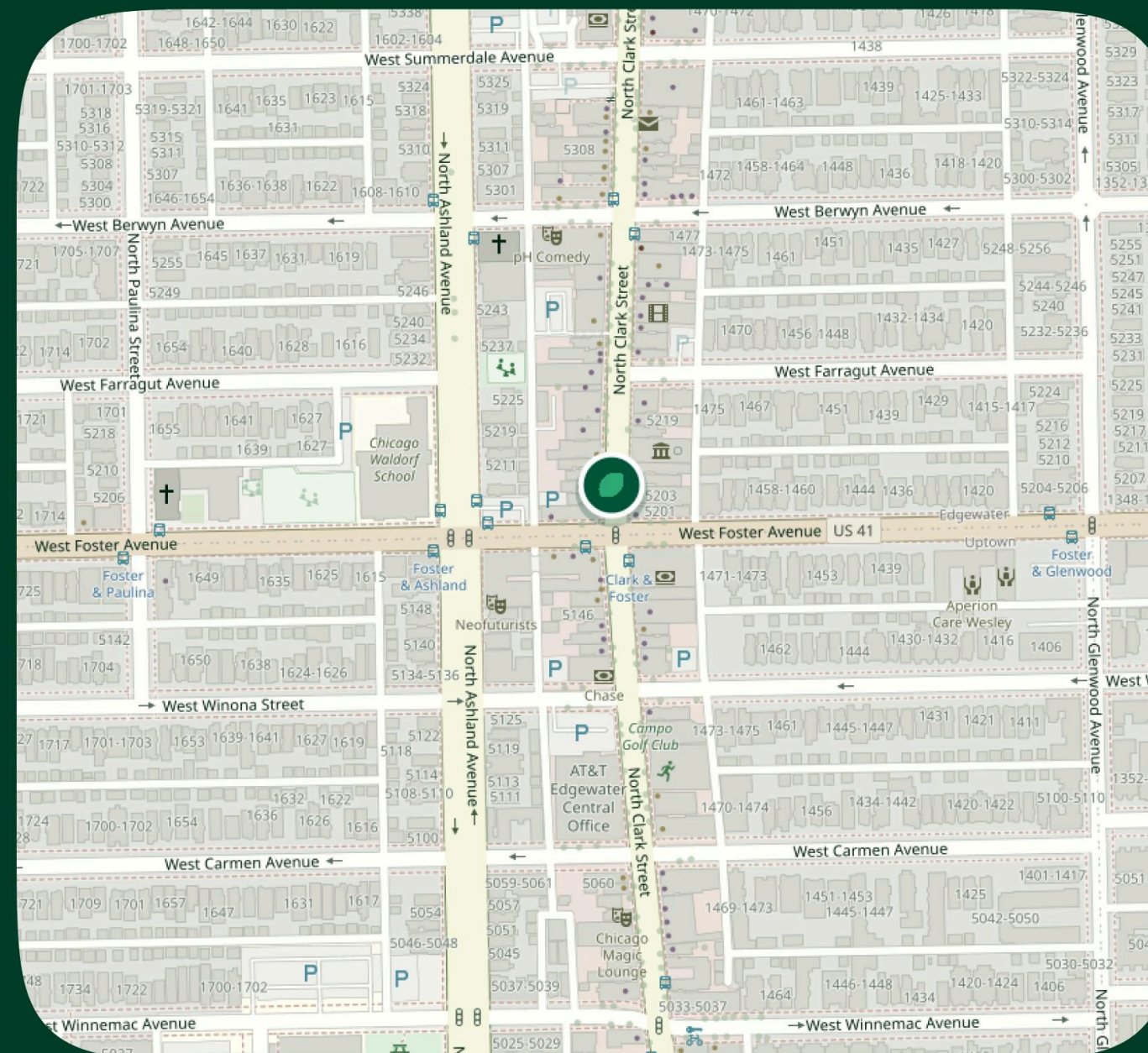
Tension

Pharmacy chain websites are built for a network.
Hundreds of addresses, delivery windows, a sale on
every screen.

Ailekmed had just opened. One address, one shelf
and a sign on the door saying so.

The obvious move was to look bigger and open on a
sale.

We're nearby



(773) 555-0148

5214 N Clark St
Chicago, IL 60640

Open daily
8 am – 8 pm

Open 4 more hours

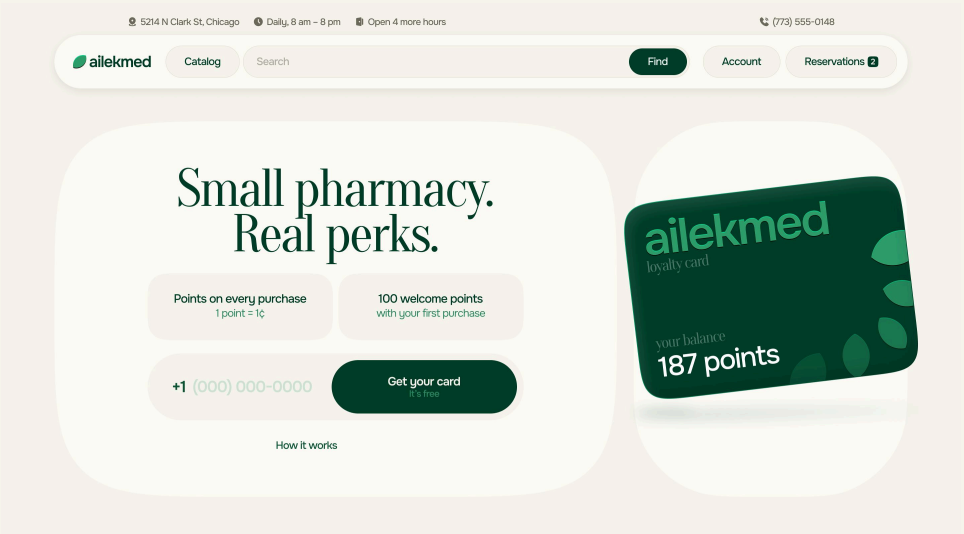


01. The card comes first

A pharmacy homepage usually opens on a promo carousel or the catalog.

I made the first screen issue a loyalty card. A phone number, one button, a hundred bonuses on the first purchase. It's a card for regular guests, and the headline promises your own pharmacy with your own savings. The card was there in the first sketch.

The first screen has no medicine on it, and people usually come for one thing their doctor wrote down. For them, search stays in the header.



Points on every purchase
1 point = 1¢

100 welcome points
with your first purchase

+1 (000) 000-0000

Get your card
It's free

02. The site ends at the counter

An online pharmacy borrows its checkout from any store. Cart, order, payment, delivery.

Nothing is bought here. The header says how many hours the door stays open. Every card says what is on the shelf right now, and a booking says there is nothing to pay yet. It ends with a number to say at the counter. On the phone, the loyalty card flips into a code for the cashier.



XYZAL Allergy 24HR
Levocetirizine
5 mg · 35 tablets

In stock

\$24.99 +24 points

Reserve



Montelukast
Montelukast sodium
Accord
10 mg · 30 tablets

In stock Rx only

\$18.99

Ask the pharmacist



Zyrtec
Cetirizine
Kenvue
10 mg · 30 tablets

Low stock

\$21.99 +21 points

Reserve



Children's Claritin
Loratadine
Bayer
5 mg/5 mL · 2 fl oz

In stock

\$12.99 +12 points

Reserve

#990-751 Ready for pickup

Give this number at the counter

Name

Emily Carter · (312) 555-0193

Pick up by

Oct 17 · held for 3 more days

Pickup pharmacy

5214 N Clark St, Chicago
Daily, 8 am – 8 pm

Pay at pickup
Nothing to pay now

\$49.95 +49 points after you pay in store

Hi, Emily!

Overview All reservations Points

ailekmed
loyalty card

your balance
187 points

Show code at checkout

Hi, Emily!

Overview All reservations Points

Show this at checkout
ALM-2047-8836-15



Hide code

02. The site ends at the counter

Most of the catalog is prescription only and can't be booked at all. Those medicines stay on the shelf with their price and stock, and the button calls the pharmacy.

The sale never closes on the site. For most of the catalog, it can only send you in to ask.



In stock

Rx only

Montelukast

Montelukast sodium

Accord

10 mg · 30 tablets

\$18.99

Ask the pharmacist

Can't be reserved online

Dispensed at the pharmacy with a prescription

In stock

Rx only

Montelukast

Form

Tablets

Strength

5 mg

10 mg

Pack size

30 ct

60 ct

90 ct

Active ingredient

Montelukast sodium

Manufacturer

Accord

\$18.99

Can't be reserved online

Dispensed at the pharmacy with a prescription

Ask the pharmacist

Call · (773) 555-0148

Prescription only. Bring your prescription, our pharmacist will check it at the counter

What happened

The site is live, and people show the card at the counter.

5214 N Clark St, Chicago

Daily, 8 am – 8 pm

Open 4 more hours

(773) 555-0148

ailekmed

Catalog

Search

Find

Account

Reservations 2

Your reservation

Reserve now – pick up and pay in store

Advil

ibuprofen Tablets, 200 mg
Pain Reliever / Fever Reducer (NSAID)

24 Coated Tablets

In stock

Advil

Tablets · 200 mg · 24 ct

3 × \$6.49

\$19.47

–

3

+

Zyrtec

24 Tablets

30 Tablets

Low stock

Zyrtec

Tablets · 10 mg · 30 ct

\$21.99

–

1

+

Tylenol

Extra Strength

Contains Acetaminophen

In stock

Tylenol Extra Strength

\$8.49

Filed under
05 — The safe version is already taken

Mavatars

Avatars, items and quests, built as a separate product to move into Medal.tv.

Avatars and rewards inside Medal · 2022

Product designer in a team with a PM, a 3D artist and engineers. I designed the feed, profile, avatar setup, inventory, store, quest board and the product's visual style, and worked out the economy with the PM. Characters and items were made by the 3D artist.

phil 04 ppov · NF · 2022

Active

Past

× 1.6 multiplier



Time until reset

9 days

18 hrs

44 min



Deep Water

Grade: 4/100

75% → 100%



Crystal Snow

Grade: 18/100

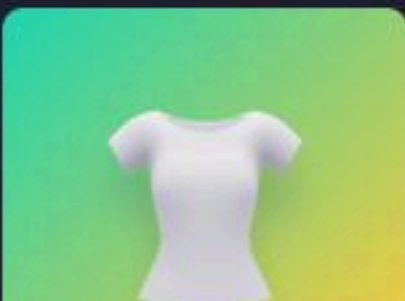
50% → 80%



Sea Glass

Grade: 37/100

30% → 48%



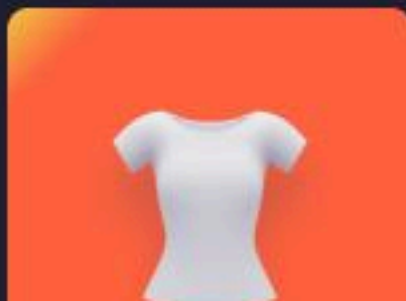
Acid Rain

Grade: 55/100



Desert Heat

Grade: 78/100



Red Giant

Grade: 99/100

Tension

2022, and everyone was shipping avatars as NFTs. The market was already shaking, so the team kept the crypto under the hood. The player never sees a wallet.

What was left was the loot itself, and loot has a template. Rarity in five colors, rewards on a battle pass.

*Every game you play should
count toward something.*

Key decisions

01. Rarity on one scale

Loot games mark rarity with a few colors. Grey, green, blue, purple, gold. Everyone knows the code.

I gave every item a grade from 0 to 100 and made its color a point on one spectrum, blue at the bottom and red at the top. A 37 and a 55 are different colors, and you can see which one sits higher.

It reads slower than the usual tiers. The first time you see it, the colors don't explain themselves.

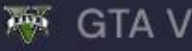
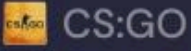
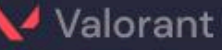
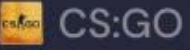
2-Week Wrap

You have completed your 2-week cycle.
Here are your rewards and stats:

What you earned:

 Crystal Snow Summer '22	 Acid Rain Summer '22	 Red Giant Summer '22
Grade 18/100	Grade 55/100	Grade 99/100
Chance 80%	Chance 24%	Chance 0.8%
Claim	Claim	Claimed ✓

Stats

 GTA V ☆ Favourite game	 CS:GO	
44 hours Played	11 quests Completed	4 quests Completed
 Valorant	 CS:GO	 Valorant
34 hours Played	12 hours Played	7 quests Completed

To inventory

Done

Key decisions

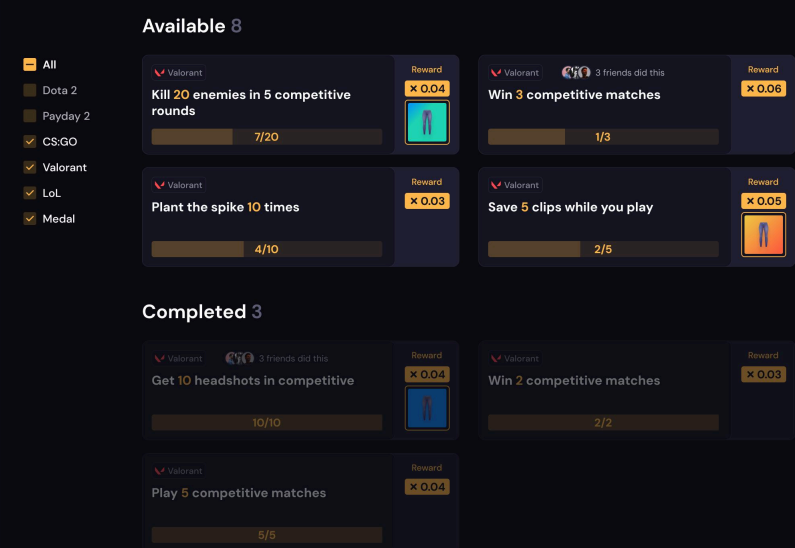
02. Quests pay in odds

The usual reward for a quest is an item. Finish the task, get the thing. Battle passes work this way.

In Mavatars a quest pays into a multiplier. Kill 20 enemies in Valorant and it grows by $\times 0.04$. The multiplier lifts your chance at every grade. At $\times 1.6$ a 99 drops at 0.8% instead of 0.5%. At the end of the two-week cycle you get what dropped, and a wrap of your hours and quests.

The reason was the core product. Medal only records while it's running, and quests for games played with Medal keep it running.

What you give up is a reward you can hold. " $\times 0.04$ " means nothing at first glance, and odds sit closer to a loot box than to a prize.



Kill 20 enemies in 5 competitive rounds



Reward

$\times 0.04$



Plant the spike 10 times



Reward

$\times 0.03$



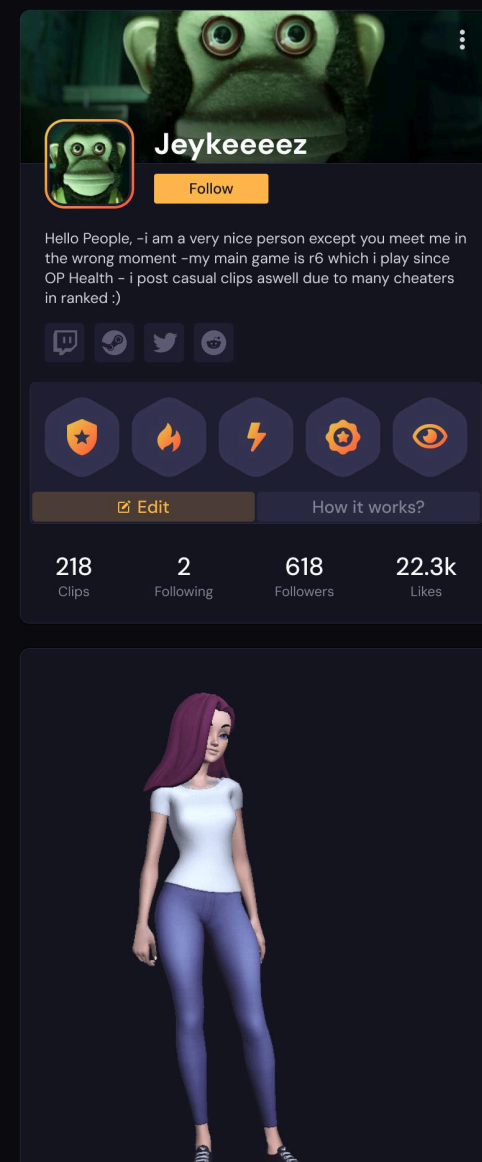
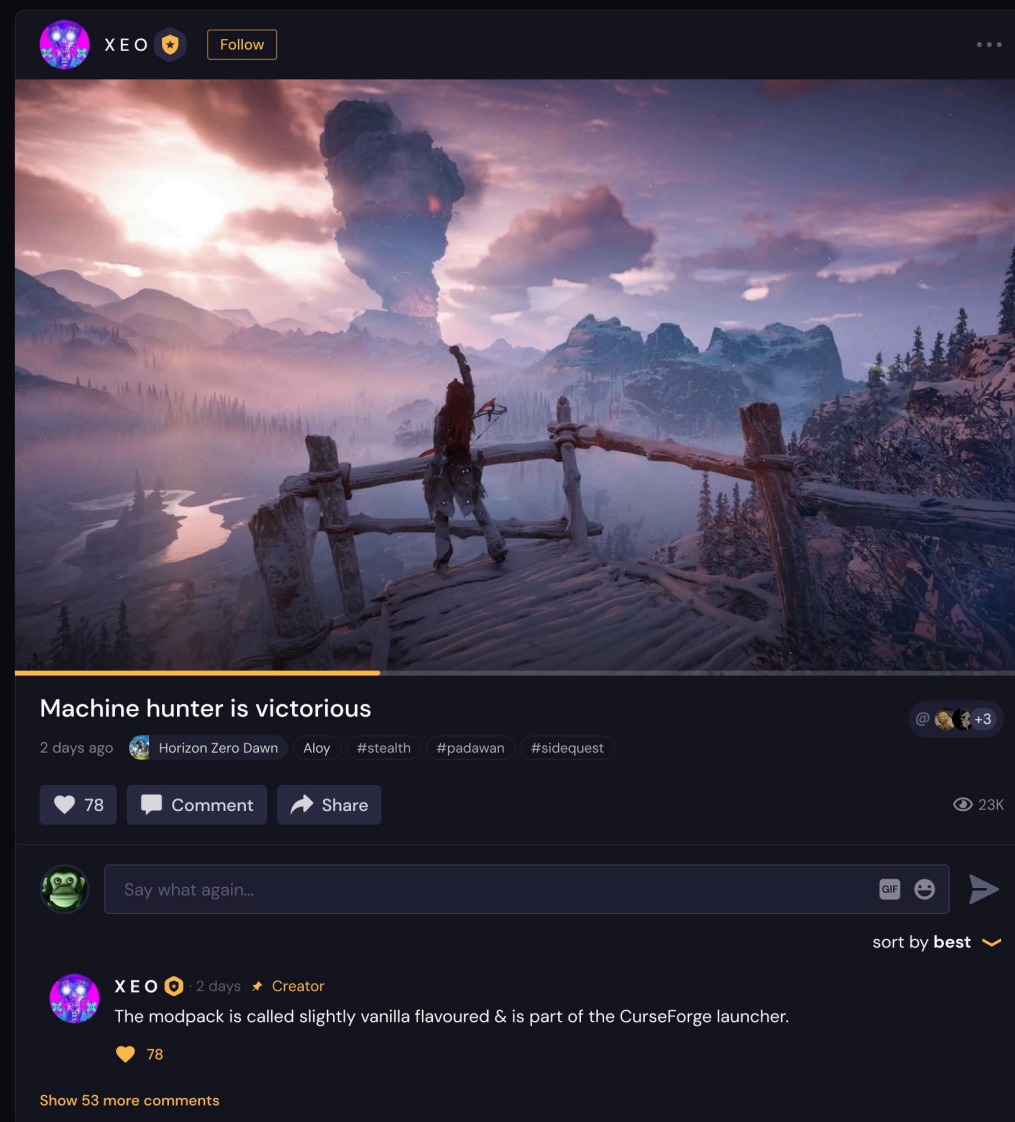
Completed 3

What happened

Development was running on working prototypes, and the first version was nearly done. The product didn't launch.

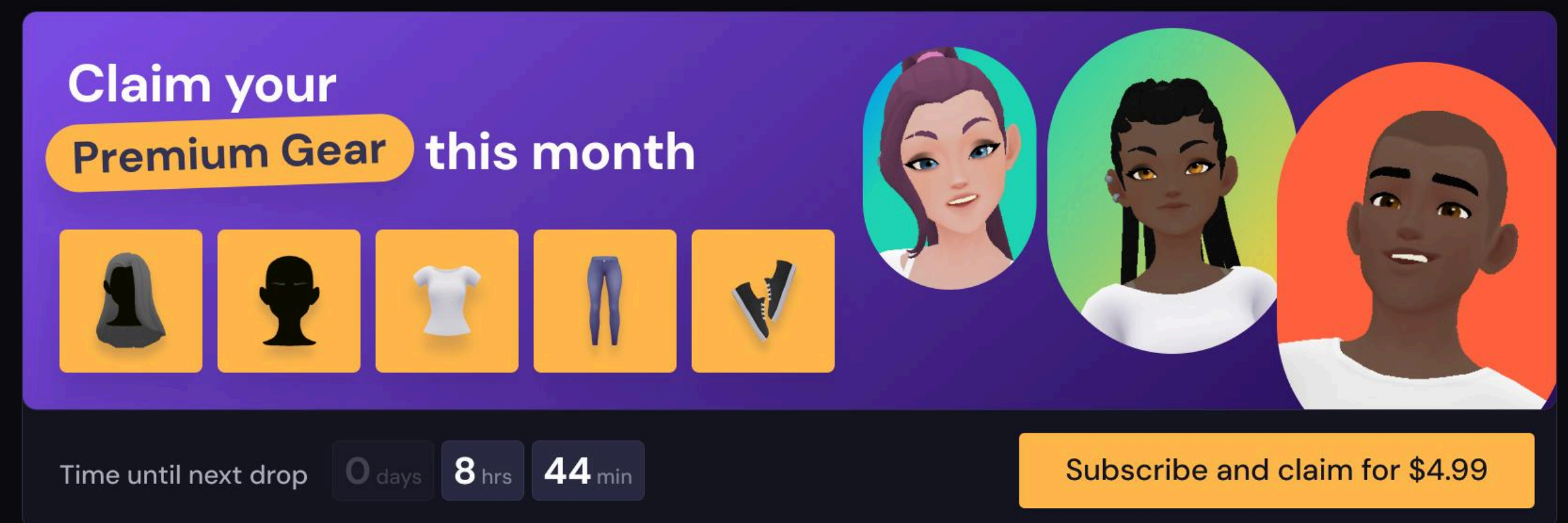
The screenshot displays the Fortnite Item Shop interface. At the top, there are tabs for "Active" and "Past". Below these, a section titled "× 1.6 multiplier" shows six items: Deep Water (Grade: 4/100), Crystal Snow (Grade: 18/100), Sea Glass (Grade: 37/100), Acid Rain (Grade: 55/100), Desert Heat (Grade: 78/100), and Red Giant (Grade: 99/100). Each item has a progress bar indicating its completion percentage. To the right, a timer shows "Time until reset" as 9 days, 18 hrs, and 44 min. On the far right, a notification states "You've got 3 rewards" with a "Claim >>" button. Below the items, a section titled "Available 8" lists various challenges. The first challenge is "Kill 20 enemies in 5 competitive rounds" for Valorant, with a reward of × 0.04. The second challenge is "Win 3 competitive matches" for Valorant, also with a reward of × 0.06. A third challenge is partially visible at the bottom left. On the right side, a player profile for "Jeykeeeez" is shown, featuring a monkey avatar, 218 clips, 618 followers, and 22.3k likes. Below the profile is a full-body view of a female character wearing a white t-shirt and blue leggings.

Artifacts



- ☒ All
- ☐ Hats
- ☐ Tops
- ☒ Pants
- ☒ Eyes
- ☒ Brows
- ☒ Shoes
- ☒ Hair
- ☒ Scenes
- ☒ Emotes

Inventory



phileeppov@gmail.com
t.me/phileeppov
linkedin.com/in/phileeppov
github.com/phileeppov