

Head of Design, Lead Product Designer, Sr. Product Designer, PO

Personal achievements

1. Working with top-tier brands and enterprise-level organizations: NASCAR, Activision-Blizzard (Call of Duty), Chelsea, AS Roma, British Telecom, USGA, Uniqa Insurance Group
2. Design and scale a comprehensive and consistent design system (Sketch and Figma) which increased product KPIs & value for the company several times, reducing maintenance cost.
3. Entrepreneur story, I successfully designed and launched a profitable B2B/B2C marketplace for designers and artists.
4. Experience in product ownership. I am able to easily switch between thinking creatively and analytically. Understand the market, prospects, customers, and their needs to make strategic product decisions
5. Developing product vision, brand philosophy, style guides, strong knowledge in product branding
6. Design and scale design systems.
7. Leading and mentoring design teams. Knowledge sharing. Providing a better approach to handle design goals.
8. Conducting UX product researches, A/B testing, usability testing, user interviews, wireframing, prototyping.
9. Practicing approaches: Accessibility Design (W3C), Keystroke-level model (KLM), Human Centered Design, Design Thinking Process, Heuristic evaluation, 8 point grid system, Atomic Design Methodology, Apple HIGs, Google Material.
10. Understanding product development flow (back-end, front-end, server part, data storage) This knowledge provides me with the ability to align design with strategic objectives and elevate them.
11. Build a strong collaboration with partners, stakeholders, and peers. Fluent English speaking. Experience work with International teams.
12. Experience with SaaS, CRM, CMS/Headless-CMS, eCommerce, Android/iOS, Windows /Mac Desktop, Crypto, Browser Extension, Landing, Dash-panels, Education, Real estate, Medicine, Shopping, Streaming services, Games, Hosting and Domains, Social, Messengers, Pitch Decks, Sport, eSport, Amazon API, AI (GPT), marketplace, 2D/3D production, 3D printing industries.

My proactive and self-directed work ethic allows me to manage responsibilities effectively in dynamic environments.

Short intro

Experience in IT 20+ years, on the executive position as product owner 10+ years, head of design and design team lead. I have expert expertise in 2 spheres: UI/UX Product Design and Product Ownership.

It makes me very comprehensive, customer and business-oriented T-shaped, with a wide vision of how a product should look, deep understanding of UX design principles and methodologies, understand the market, prospects, customers, and their needs to make strategic product decisions define and clearly understand the type of business goals it should pursue, and on a high level understanding how it can be developed. My expertise lies in conducting customer interviews and usability studies to understand their needs and pain points, the interaction design, behavioral psychology, research, business and marketing strategy.

I have entrepreneur experience and a successful entrepreneur story. Created a profitable business for designers and artists (B2B/B2C) from scratch to profit where the crucial point is listen to your customer and provide for him designs which he is looking for and beyond, based on the brand vision and fundamental brand triangle: Premium Quality , Simple in use, Customer Care :)

Knowledge and experience on products type: SaaS, CRM, headless-CMS, healthcare, insurance, streaming services, data analytics and manipulation, eCommerce, desktop apps, iOS/Android apps, AR (augmented reality), affiliate marketing, sport, esport (cyber sport), AI (Chat GPT), Amazon AI, data scraping, marketplace, 2D/3D content production, 3D printing industry, real estate & hotels possessions, social services, lifestyle shopping. Flexible mindset.

Develop brand vision and conduct customer interviews and usability studies. Working with enterprise-level (1-tier) brands: UNIQA Insurance, NASCAR, Activision-Blizzard, CHL, ECHL, FIS, AS-Roma, XFL, CONCACAF, British Telecom, Verizon.

Experience working with cross-functional teams (e.g., engineering, design, sales, analytics). Participated in a dozen startups. Managing and mentoring design teams. Ability in simultaneous management of several projects/teams. I'm mentoring designers and conducting knowledge sharing meetings. Creating documentation for the center of excellence (COE).

Developing and scale corporate product design systems on figma and sketch, customer implementation journey, creating (BRD) documentation of UI behavior for stakeholders & product team. Create product design guidelines.

Tools

Figma, Sketch, Adobe products, Zeplin, Invision, Principle, Keyshape, Craft, Axure RP, Miro, Amplitude, Transferix, Firebase, Parabola, Smartlook, Apphud, Appsflyer, Onesignal, Google Analytics, Hotjar, Mixpanel, Trello, Confluence, Jira, Notion, Midjourney, Typeform.

Experience with methodologies, design guidelines

- iOS Human Interface [guidelines](#)
- Google Material design [guidelines](#)
- AR design [guidelines](#) (AR Core)
- [Atomic](#) Design Methodology
- Accessibility Design based on "[W3C Accessibility Guidelines \(WCAG\) 2.1](#)"
- Keystroke-level model ([KLM](#))
- [Human Centered Design](#)
- [Design Thinking Process](#)
- Heuristic [evaluation](#)
- [8 point grid system](#)
- Pixel perfect design
- Design systems

Goal

I'm looking for a position in a strong product company with a forward-looking vision and challenging, non-obvious business cases. It would be beneficial if it focused on modern or emerging technologies, allowing me to grow personally as an expert in product design.

Employment Type

Full-time • Remote

Experience

Diceus

October 2023 – present

Lead Product Designer, Head of Design

B2C - Mobile App for iOS and Android. Developed and designed a B2C mobile app in the healthcare/insurance niche for UNIQA, a leading global insurance company. The goal was to create a modern healthcare insurance app for the Ukrainian market, revolutionizing the approach to private healthcare insurance.

Responsibilities:

- Product design ownership and leading decision.
- Set design standards and ensure consistency across all design projects and platforms.
- Collaborate with business, product managers, developers, and other stakeholders to define and prioritize product features.
- Conduct user research to understand user needs, behaviors, and pain points.
- Develop wireframes, prototypes, and user flows to effectively communicate design ideas.
- Collaborate with developers to ensure accurate implementation of designs.
- Participate in cross-functional team meetings to provide design insights and solutions
- Contribute to the product strategy and vision by identifying opportunities for innovation and improvement.
- Create and maintain a design system to ensure a cohesive look and feel across all products.
- Plan and conduct usability testing sessions to gather feedback and iterate on designs.
- Set project timelines, allocate resources, and track progress against milestones
- Present design concepts and solutions to stakeholders, clearly articulating design rationale and decisions.
- Continuously seek feedback and learn from both successes and failures to improve the design process.

Numatic Ventures

August 2022 – April 2023 (6 Month Contract)

Lead Product Designer

B2C, B2B - Mobile App for iOS and Android / web. Platform which helps users to maintain and manage their possessions: **real estates, hotels, apartments, cars, RVs, yachts**. Market US only. Design the project, researching and providing key solutions with coordination with business owners, from scratch to release, build design system and brand style.

Responsibilities:

- Product design ownership and leading decision
- Collaborate with product and business teams to understand and contribute to product specifications
- Conduct concept and usability testing from user personas and gather feedback
- Create personas through user research and data, with a specific focus on understanding user behaviour, psychology
- Define the right interaction model and evaluate its success on an on-going basis via data-driven analysis
- Develop wireframes and prototypes around customer needs
- Looking for creative ways to solve UX problems (e.g. usability, findability, simplicity)
- Work with UI to implement impactful, optimised designs
- Work closely with product and engineering teams to bring ideas and concepts to life
- Develop user stories and detailed requirements from prioritized features
- Develop flexible design systems, guidelines, and templates that could be scaled
- Pitch ideas and present their creative vision clearly to owner

Omnigon (InfrontX)

September 2016 – July 2022

Lead Product Designer, Team lead

B2B - Headless-CMS for multi source content manipulation, publication and management. SaaS products in niche sport, for users engagement, entertainment and retention. For world-famous sports organizations and famous sports teams, esport. General markets US/CA/UK & EU.

Responsibilities:

- Ownership of product design and leadership in decision-making.
- Product design vision.
- Conduct user interviews, UX research, and A/B testing.
- Develop corporate product design systems and style guides, including usage guidelines.
- Manage Headless-CMS product design development and maintenance.
- Design SaaS for user engagement.
- Develop enterprise services for world sports companies:
 - SaaS dashboards & back office
 - [NASCAR iOS/Android](#) (AR-Solution for mobile app)
 - [Call of Duty League](#) (Activision-Blizzard (eSport))
 - [Blizzcon](#)
 - [CHL](#) (Hockey league Web + App)
 - [eCHL](#) (Hockey league)
 - [AS-Roma](#) (Football club Web + App)
 - [CONCACAF](#) (Football league)
 - [FIS-Sky](#) (Web + App)
 - [British Telecom](#)
 - [FC Chelsea](#)
- Create a pipeline for preparing enterprise products. Reduce cost and time effort from 3 weeks to 2 days. Increase product efficiency and value for the company.
- Manage and mentor an international design team.
- Write detailed product requirements documents (PRDs), user stories, and acceptance criteria.
- Analyze competitors and define the best solutions to increase efficiency and velocity for Headless-CMS and SaaS platforms.

Gambody

August 2013 – September 2020

CPO, Head of Design

B2B/B2C - Marketplace and community for designers and artists of selling 3D files for 3D printing. Sphere entertainment games/movies/comics. General markets US/UK/AU/FR/DE. Design and build a project from scratch and grow up to \$2M+ turnover for 5 years.

Responsibilities:

- Product Strategy. Define and execute the product strategy and roadmap
- Design product and brand style
- Conduct a market analysis research (customers, competitors, market dynamic, partners)
- Define a sellable product for the given market, create a funnel of sales.
- Defining the client & target audience (select a market segment, targeting, product positioning)
- Negotiation and establishing a partnership with 3D printer manufacturers
- Negotiation with world Game brands: Valve, Blizzard, Wargaming, Naughty Dog, Ubisoft, Pixonix, Santa Monica Studio, CCP etc.
- Establishing a pipeline (assembly-line) of product development and delivery to reduce risk & costs in 10 times. Reduce the cost of developing models from \$2000 -> \$200
- Establishing and mentoring design production team (idea -> research -> 3D design -> engineering -> cutting -> render -> promo design -> production)
- Establishing departments and processes of teams corporations.
- International team management and mentoring (up to 30 People)
- Develop anti-fraud payment system
- Developing DRM product to protect files from stealing and illegal distribution
- Create and validate hypotheses for the product changes, A/B testing
- Writing detailed product requirements documents (PRDs), user stories, and acceptance criteria.
- Monitoring, controlling, and tracking the progress of project development
- Advicing, pitching, business investment attraction.

Desart Lab

July 2015 – February 2016

Lead UI/UX Designer & Creative Director

B2C - Design Studio. Desart Lab is a professional web design studio that offers turnkey complex solutions for promoting and expanding your business online. General markets US/UK, Europe.

Responsibilities:

- Lead, mentor, and manage creative team 10 members;
- Present and pitch creative concepts to clients or executive teams, gather feedbacks
- Review and approve art and copy materials developed by the team, ensuring they are of high quality and align with brand guidelines;
- Lead UI/UX design and manage the implementation of ongoing projects;
- Support and guide the team of designers, conduct interviews with potential candidates, promote a cooperative, efficient, and constructive atmosphere;
- Participating in pre-sale activities with potential clients (presentation calls, estimation, helping with proposals);
- Build the design department using best practices to have a well-coordinated department;
- Development of layouts / mockups based on wireframes;
- Development of UX solutions;
- Execute all visual design stages of web/mobile projects from concept to final hand-off to engineering;
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction.
- Domains: Mobile apps, Windows Software (Desktop), Browser games, Cybersport - SaaS, Hosting (CRM), eCommerce, Video Streaming Service (SaaS), Design quote service (Saas), Music community, Health Care.

Alice Inc.

January 2009 – 2014

Product Manager & Creative Director: Dezayo

April 2013 – 2014

B2B & B2C - Resource for automated TOR creation for turnkey design development, with costs and time timeframe estimation. Focused markets US/CA/AU/UK/DE/FR/IT

Responsibilities:

- Project Manager
- Preparation of TOR (Terms of reference)
- Development of a complete resource prototype with the help of Axure RP application, including all functional blocks and admin panel For full testing of UI and UX by focus group.
- Formation of focus groups
- Preparation of business plans and project models.
- Project cost, timeframe and risk estimation. Division of project development process into blocks and milestones up to alpha and beta.
- Creating Design & Prototyping
- Monitoring, controlling and tracking the progress of project development • Management the team of 5 people

Project Manager: Zizaza

December 2010 – 2012

B2C - Social network project for designers, content sharing spaces.

Responsibilities:

- Define and execute the product strategy and roadmap
- Understand the market, prospects, customers, and their needs to make strategic product decisions
- Development of a complete resource prototype with the help of Axure RP application, including all functional blocks and admin panel For full testing of UI and UX by focus group.
- Preparation of business plans and models.

- Project cost, timeframe and risk estimation. Division of project development process into blocks and milestones up to alpha and beta using Microsoft Project and xMind, Active Collab.
- Project development team recruitment and interviewing.
- Design development.
- Monitoring, controlling and tracking the progress of project development and testing. • Setting targets for SEO and SMM promotion, and content management.
- Attraction and search traffic to the resource, integration with billing systems, affiliate programs, affiliates.
- Management and mentoring team of 10 people

Project Manager: Zizaza premium

January 2013 – March 2013

B2C - Commercial social resource for selling and buying premium designs.

Responsibilities:

- Project Manager
- TOR development
- Analysis and Research
- Preparation of business plans and models.
- Project cost, timeframe and risk estimation. Division of project development process into blocks and milestones up to alpha and beta using Microsoft Project and xMind, Active Collab.
- Creating Design & Prototyping
- Project development monitoring.
- Management of a team of 3 people

Head of Design Department

November 2010 – 2013

- Development of concepts and ideas for web design, desktop applications, web applications. • Expert in UI\UX, Web Design, Prototyping, branding, logo design.
- Receiving and setting tasks
- Tasks outsourcing
- TOR development for design and UI prototyping

- Project budget estimation.
- Project development monitoring and release.
- Management of a team of 7 people

Domains:

- External video advertisement, with 2 admin panels for customers and owners of advertising platforms.
- Social network for webmasters. Was created for communication, information sharing, creation of blogs and various statistics.
- P2p network to share and store files with social interactions like Pinterest. Pinoscope Desktop Software for Windows – p2p desktop application for website Pinoscope.
- Toolbar creator
- Admin panel with statistics and client's companies
- B2B service, FinTech system, B2B service, CRM - UI for the billing system.
- FinTech B2B service, billing system for games. B2B service, UI for customers and managers of the billing system.
- Hosting company.
- Project to search and share files using torrent clients.
- Desktop application for World Load Project website.
- Corporate brand website.s
- Affiliate link sharing, UI for customers and affiliate programs' managers of affbox.net
- Charity project for children of Kharkiv.
- Hosting company.
- Desktop application for video conversion

Senior Web Designer

Design expert, Web design, UI\UX Expert, Desktop Application design, Icon design, HTML consulting, WP, Joomla.

Buckster.ru/Click-Click.ru

April 2007 – September 2009

UI/UX Designer

Web design, UI design, and desktop application design

Freelancer

March 2006 – April 2007

UI/UX Designer

Web design, UI design, and desktop application design

Languages

- English – Advanced C1 / Fluent speak
- Russian, Ukrainian– Native.

Education

2003 – 2008 (5 years)

Bachelor of Computer Networks and Systems

Kherson National Technical University (KNTU)

Hobbies

Running, hiking, business books/interviews, business podcast, startups, games, documentary show
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