

I'm a product designer and leader with 15+ years of experience in various products and teams, from fancy entertainment apps to the most sophisticated fintech tools.

My extensive managing experience is balanced by willingness to hands-on execution. I have led teams from 5 people to large departments of over 50 designers. I'm passionate about data-driven approach, user-centric design, and out-of-the-box UX solutions.

Most importantly, my primary goals are always product improvement and business metrics impact through design.

## EXPERIENCE

### Founding Designer | Whitelist Capital

2023 - Now

Leading product design and managing the design team in a fintech startup, a platform for scalper trading in crypto and stocks. The product has extreme data density and hard UX challenges, as scalping is a specific trading strategy with very short timeframes. Making the design production as effective as possible to keep the startup pace of work.

Achievements:

- Build a scalable, tokenized system based on variables
- Designed high-priority features with up to 5x fewer clicks compared to competitors
- Product cognitive load significantly lowered
- Created smart, contextual solutions for complex functions with up to zero clicks required
- Reduced front-end development cost to 50% through changes in design-dev processes
- Embedded research and design vision into strategic planning.

### Head of Product Design | Epharmacy

2022- 2023

Headed up Design Team of 10+ UX designers in large e-commerce product. Performed an audit of UX designs and team efficiency. Highlighted team problems, created a roadmap and team development for the next year.

Worked on client app and back office administration and logistics portals. Reformed the team and the processes, as a result reduced design costs by 30% while increasing efficiency. Rebuild design system approach and implemented modular design system, which helped to develop features much faster.

Achievements:

- Created a detailed roadmap with measurable goals
- Created maturity matrix of the design department
- Formed designers performance review criteria
- Created matrix of competences and grade matrix
- Improved design team efficiency by 30% in cost
- Founded modular design system approach
- Created multiple guidelines

### Head of Design | Tango Live

2020 - 2022

Headed up Design Team. Started with the team of only 3 designers, I built on the best teams in my experience of 15+ high-skilled designers in 4 countries. Along with managing the design team, tasks, processes, and tools, I was also working on flagman features and solving critical design problems.

In 2+ years we significantly improved UX/UI and brought it to the top. Created not just to be liked and based on data, the design solutions increased many of the product and business metrics. Created from scratch, the modular design system covers each element and supports scalability. In tight cooperation with development and product owners, the design team provides cost-effective and at the same time great visual UI and intuitive UX solutions.

What I did:

- UX research
- Defining user pains and creating solutions
- CJMs, wireframing, prototyping
- Using data and analytics to build data-based UX
- Developing and scaling design system
- Created out-of-the-box UI and UX solutions- Increased product metrics with UX and UI
- Helped developers implementing design to code- Design review & QA assistance- Buildd design strategy

Achievements:

- Built a senior team of 15+ top-notch designers
- Reviewed 400+ CV of candidates to select the best
- 10x payment increase in flagman feature with just design changes
- Design of a large feature from idea to dev-ready in less than 1 week
- Modular and scalable design system built from scratch of 1000+ components
- Full redesign of the app and 2x design-related metrics growth

### Senior Product Designer | Freelance, Upwork

2019 - 2020

As a product designer and design consultant, I worked on UX/UI for mobile apps and web services. Built solutions for B2B, B2C, SAAS, and Indy projects. Got "Top-rated" achievement and 100% Job Success score.

### Head of Design | Digital Ecosystems

2013 - 2020

Headed up Design Department. Started as a Team Lead of 5 designers in 2013, I headed a department of 50+ designers by the end of 2017. The company had a full cycle of apps production and publishing in most of the categories: business, tools, entertainment, education, games, etc.

Management:

- leading a large team of designers: UX/UI designers, 2D artists, 3D modellers, web designers, motion designers
- building and forming the design team: roles and grades criteria definitions, competence assessment, hiring
- people management, design reviews, mentorship- in-team and cross-team processes implementation and setting up;
- estimating resources and matching with business needs

Design:

- creating UX/UI for apps and games
- presentation of design solutions to stakeholders
- building, scaling and supporting a design system of 10+ sub-brands
- creation of guidelines and documentations
- design strategy and planning
- working with analytics and metrics within products
- tracking market metrics (objective quantitative statistics and conversions, subjective qualitative feedback and surveys)
- personal involvement and help with designs on problematic or mission-critical projects

Achievements:

- 10+ flagship apps on App Store and Google Play
- 400+ live apps
- 5+ Featured by Apple apps
- Top ranked apps in categories, App Store and Google Play (tiers 2 and 3)
- Managing a large team of 50+ designers
- Build efficient processes to manage 100+ design tasks per day

### Lead Designer | Litvice

2012 - 2013

Worked on UX/UI of an RPG game project "Great Races". Unforgettable experience of fighting for each pixel and each kilobyte. Absolute limits from all sides always require non-standard solutions. Unpredictable user behavior due to device specifics has taught me to believe in data only. As for management - it was my start as a leader. I was responsible for reviewing and tech interviews of candidates, and then mentoring of two new designers.

### UX/UI Designer | Elance

2011 - 2012

UX/UI and Web Design at Elance platform. I've provided design services in a wide range of disciplines: Web and UX/UI design, Branding and Identity, Graphic Design, Presentations, Infographics

### Web Designer | Academ Media

2008 - 2011

Worked as a Web Designer and 2D artist in Elance web agency, which had been also creating two desktop games. Freelance was full of web design, identity, and branding, while the games had a soul. In a team of 3 designers I was making UI, hand-painted textures, graphic assets and marketing designs.

## PROJECT WORK

### Principle Designer | PUNCH

2023

Developed UX design strategy, consulted the team, and built unique design solutions at PUNCH, a startup focused on an app combining music creation tools with a social network.

### Senior UX/UI Designer | Scantek

2019-2020

Scantek is an Australian real-time ID verification B2B service. I created UX/UI designs for mobile and desktop apps. In a row with product design, I worked on most of the other designs: flows, diagrams, schemes, marketing design and much more.