

Experience

Head of Product Design at NDA

Jun 2024 – Present Kyiv, Ukraine

- Leading a team of 8 designers working across 7 SAAS products tailored for different business niches
- Initiated and implemented a cross-platform design system that improved interface consistency and accelerated feature delivery
- Established regular UX reviews, feedback loops, and mentoring practices to improve design quality and support team growth
- Actively involved in UX research, user testing, and shaping product vision in close collaboration with product managers and scrum teams
- Contributed to launching new products and adapting existing ones to meet the specific needs of niche markets

Lead Product Designer at GR8 Tech

Nov 2021 – Apr 2023 Kyiv, Ukraine

- From scratch created Journey Builder – software to help automatize drive revenue, increase customer retention, save time and resources, measure and optimize marketing investments
- Built design system and organized process of implementation, testing, and quality control with developers and QA
- Worked in close collaboration with business analysts and product managers to conduct and perform analysis & user research to solve customer pain points and drive business outcomes
- Conducted usability testing to validate design decisions
- Lead small design team

Senior Product Designer at GR8 Tech

May 2015 – Nov 2021 Kyiv, Ukraine

- Created a comprehensive sportsbook platform, which included all the tools for operator work across 15 markets and 22 brands, providing 20,000 logins/sec and 80,000 bets/sec
- Defined requirements, built flows and prototypes
- Implemented usability testing, and wrote testing scripts

Product Designer at Innovecs

Dec 2013 – May 2015 Kyiv, Ukraine

UI/UX Designer at Trinetix

Feb 2013 – Dec 2013 Kyiv, Ukraine

Web Designer at Aimbalance

Jan 2011 – Jan 2013 Kyiv, Ukraine

Skills

- Analytical solid mindset
- Ability to leverage data to inform design decisions
- Strong communication skills
- Business and User Research
- Information Architecture
- Product Design
- Interaction Design
- Web and Mobile
- Design Systems
- Usability Testing
- Developer Support
- Team Leading
- Solid experience working with Figma, Sketch, etc.

Education

Design Management at Projector

Learned to effectively integrate design into business processes, develop teams, and foster a strong design culture

UX Data Mining and Analytics at Projector

Learned to create interface solutions based on Google Analytics data

UX Human-Centered Design at Projector

Studied problem-solving design methodologies and design activities toolbox

Vinnitsia National Technical University

Unfinished