

## Experience

### 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

- Create userflows, wireframes and prototypes to solve UX problem
- Create and refine UI design that meets product and business goal
- Validate design through UX research

### UI/UX Designer at Trinetix

Feb 2013 – Dec 2013 Kyiv, Ukraine

- Created internal and external business systems for U.S. market leaders
- Solved complex issues for enterprise, e-commerce and startup services, designed both web and mobile products.

### Web Designer at Aimbalance

Jan 2011 – Jan 2013 Kyiv, Ukraine

- Conducted and managed various design tasks for clients like Pepsi, Citroen, Diageo, and Miller Brands

## 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
- Branding
- Solid experience working with Figma, Sketch, etc.

## Education

### 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

### UX Design DIGITAL NINJAS by Vladimir Smirnov

Base UX course

### Vinnitsia National Technical University

Unfinished