# Yaroslav Rudenko

# **Product Design Manager**

I'm a Product Design Manager with over 8 years of experience in product design. I create effective and intuitive interfaces that drive specific business outcomes, such as increasing user engagement and conversion rates. I've worked extensively on e-commerce, B2B, B2C and SaaS projects for the international market, designing complex dashboards and platforms, creating solutions that enhance user experience and boost conversion rates. I have strong leadership skills and excel at collaborating with developers, ensuring smooth and efficient communication to bring design concepts to life and meet customer needs.

I use methodologies such as Agile and Lean UX to deliver highquality results.



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Portfolio

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yarudenko.design 🖸 Linkedin

linkedin.com/in/yaroslavrudenko ra

### Education

National Technical University of Ukraine 'Kyiv Polytechnic Institute' Master of Science - MS, Information Technology

International University of Finance Bachelor's degree, Enterprise economy

Languages

Ukrainian Native

English Upper-Intermediate (B2)

Licenses & Certifications

Yappi English School General & Business English Course

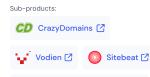
Simple Sense Exciting Journey to Agile and Scrum

## Experience



Newfold Digital 🖸 Product Design Manager

Feb 2021 - Present 🝳 Kyiv, Remot



OMH Online Marketing Hub 🗹

At Newfold, a company with 6.7 million customers and \$1 billion in annual revenue, I led design strategy and execution for brands such as CrazyDomains, Vodien, OMH, Freeparking, and Sitebeat. Targeting B2B, B2C SaaS markets in Australia, Asia, Europe, and America. I ensured our offerings met user needs and business goals. Key responsibilities:

- Supervising a design team of 7 and checking whether the job of the team corresponds to the aims of the company and customers needs.
- Enhancing the overall customer experience for international e-commerce brands, achieving a ~25% boost in customer satisfaction scores.
- · Designed intuitive dashboards that improved data visualisation, leading to a ~30% reduction in user task completion time for SaaS management.
- Conducted in-depth research and usability testing with Google Analytics, UserTesting to uncover insights, which improved user engagement by ~29%

Dreamscape Networks 🖸 Team Lead UX/UI Designer Jun 2018 - Feb 2021 🍳 Kyiv

At Dreamscape Networks, I designed engaging user experiences and functional interfaces for mobile and web platforms. I developed a design system for the primary brand, reducing design and development time by ~30% across teams. Through a process of concept sketching, wireframing, and high-fidelity prototyping, I ensured our products were visually appealing and met user needs and business goals.

Qoderoom Middle UX/UI Designer Oct 2017 - May 2018 🝳 Kyiv

At Qoderoom, I specialized in mobile (iOS, Android) and responsive web design, UX analysis, prototyping, and wireframing, ensuring seamless and functional interfaces across all platforms.

- · Delivered user-centered designs for various projects, including a mobile app for the Tavria V e-commerce platform, which reached over 100,000 downloads.
- · Contributed to a social voting app that increased user engagement by approximately 15%.
- Designed the RADA5 voting system interface from scratch for the Ukrainian parliament, improving user workflows and usability.

At AdBakers, I designed UX/UI solutions for online apps and CRM systems, improving user engagement and overall experience. My work included designing and implementing creative solutions across multiple projects.

- Designed the Agent+ app for JTI and the Chernigivske website, enhancing user interaction and engagement.
- Developed POS materials, promotional stands for Danone, ensuring brand consistency across marketing strategy.
- Contributed to various activities for Unilever, executing creative designs, managing pre-press preparation, layout design, image processing for print and digital platforms.

UserTesting

HTML & CSS

Skills

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Tools

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AdBakers Ukraine 🖸

Jun 2016 - Oct 2017 9 Kyiv

UX/UI/Graphic Designer



InVision

Jira & Confluence

Sketch

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Zeplin
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