

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 high-quality results.

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Portfolio
yarudenko.design

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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, Remote

Sub-products:

CrazyDomains

Vodien

Sitebeat

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.



AdBakers Ukraine

UX/UI/Graphic Designer

Jun 2016 – Oct 2017 • Kyiv

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.

Skills



Personal

- Teamwork
- Leadership
- Team Building

- Critical Thinking
- Creativity
- Empathy

- Attention to Details
- Communication
- Adaptability



Design

- Web Design
- Responsive Design
- Design System

- Design Thinking
- User Experience
- Wireframing

- Prototyping
- Testing



Tools

- Figma
- Sketch
- Zeplin

- Adobe Suite
- InVision
- Jira & Confluence

- Hotjar
- UserTesting
- HTML & CSS