

College of Central Ukrainian National Technical University (CNTU)

Computer Science · 2012 – 2016

Design Lead at enso

May 2024 – June 2026

- Led design across product, brand, and AI platform strategy, partnering directly with founders on a premium repositioning that supported ~10x ARR growth (from ~\$100K to ~\$1.3M) over the period.
- Redesigned onboarding flow and core product UX to better set user expectations, contributing to trial-to-paid conversion nearly doubling (~21% to ~39%) over the rollout window.
- Drove product design behind ~10x growth in weekly active paid users (from ~100 to ~1,200+), through redesigned dashboard, onboarding, and core agent flows.
- Led the Premium positioning UI refresh, rebuilding the visual system and product surface to support a higher-tier market segment and enterprise pricing.
- Designed a scalable component system for AI agents and marketplace surfaces in partnership with engineering, enabling faster shipping cycles and reducing reliance on per-feature design review.
- Owned redesign of high-stakes flows including payments (annual-default subscription), conversion chatbot, onboarding, and dashboard, targeting activation, past-dues, and first-session agent usage.
- Designed landing pages, pricing surfaces, and affiliate program, partnering with growth and marketing on campaigns tied directly to revenue KPIs.

Product Designer at @hotel

Aug 2023 – Mar 2024

- Designed across booking, checkout, signup, and search & discovery for a B2C hotel booking platform as part of a small design team.
- Ran a structured A/B testing program on the core funnel, shipping multiple experiments with a mix of winners and learnings that informed the next iteration cycle.
- Conducted user interviews and qualitative research to inform redesigns of high-traffic flows, grounding decisions in real user behaviour rather than assumption.
- Built foundations of the design system, shipped and adopted end-to-end by designers and engineers, improving consistency and shipping velocity across the product.
- Partnered with product and growth to align design priorities with revenue and conversion goals.

Lead Product Designer at wndr

Mar 2022 – July 2023

- Led product design and UX for the MVP launch of a B2C hotel deals platform with a built-in influencer referral system, designing for both consumer and affiliate user journeys.
- Joined as one of the first ~8 employees and operated as design lead through the company's growth to ~15, contributing across design strategy, product decisions, hiring, and team management.
- Shipped a design system used by the full team, establishing UI consistency and a foundation that supported faster product iteration post-launch.
- Designed onboarding, core booking experience, and influencer-facing dashboard, with measured impact on referral and affiliate flows informing subsequent product iterations.
- Partnered with founders and product on early-stage decisions, balancing brand identity, product UX, and go-to-market needs of an MVP launch.

UX/UI Designer at Onix-Systems

Apr 2018 – Feb 2022

- Designed mobile applications, web platforms, and brand systems across multiple industries.
- Developed strategic design frameworks tailored to client objectives and business requirements.
- Collaborated cross-functionally with engineering and stakeholders to deliver high-quality digital experiences.
- Led design execution across full product lifecycles, from discovery to delivery.

UI Designer at Pure Audio Labs

Jan 2018 – Feb 2018

- Designed interfaces for professional music software, focusing on clarity within complex interaction environments.

Freelance

since Jan 2016

- Designed brand identities, visual systems, and digital products for clients across technology, fashion, hospitality, and service sectors.
- Developed complete brand ecosystems including logos, typography systems, color frameworks, brand guidelines, and marketing assets.
- Built scalable UI systems and design libraries for startups and early-stage companies.
- Led strategic positioning workshops to align visual identity with business objectives and market differentiation.
- Delivered end-to-end digital experiences, from research and brand definition to high-fidelity UI execution.
- Maintained long-term partnerships through systems-oriented, detail-driven, and premium-level design delivery.

Stack Figma (9 years) • Framer (2 years) • Lovable (1 year) • Claude (2 years)

Ukrainian Native • English C1 • Español A2