



# Yaroslav Rudenko

## Staff Product Designer

I'm a Staff Product Designer with **over 8 years of experience** in product design. I create effective and intuitive interfaces that drive business goals. 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 team management 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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### Socials

Behance  
[behance.net/Rudenko](https://behance.net/Rudenko)

LinkedIn  
[linkedin.com/in/yaroslav-rudenko/](https://linkedin.com/in/yaroslav-rudenko/)

### 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

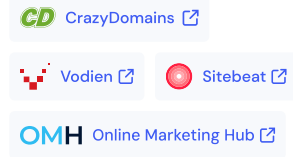
English  
Upper-Intermediate (B2)

## Experience

Feb 2021 – Present Kyiv, Remote

**Staff Product Designer**  
Newfold Digital [↗](#)

Led design for products:



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 Asia, Australia, Europe, and America, these brands offered domains, web hosting, web design, and online marketing tools. I ensured our offerings met user needs and business goals. Key responsibilities:

- **Design Leadership:** Supervising a design team of 7 and checking whether the job of the team corresponds to the aims of the company and customers needs.
- **E-commerce Projects:** Enhancing the overall customer experience for international e-commerce brands, achieving a ~25% boost in customer satisfaction scores.
- **Complex Dashboards:** Designed intuitive dashboards that improved data visualisation, leading to a ~30% reduction in user task completion time for SaaS management.
- **Brand Consistency:** Development of consistent and attractive patterns and their improvement for many brands from the Newfold portfolio.
- **Stakeholder Collaboration:** Participation in kick-off meetings, introducing stakeholders and product owners to design initiatives, and consulting with developers on design implementation to ensure effective problem-solving.
- **User Research:** Conducted in-depth research and usability testing with Google Analytics, UserTesting to uncover insights, which informed design iterations and improved user engagement by ~29%

Jun 2018 – Feb 2021 Kyiv

**Team Lead UX/UI Designer**  
Dreamscape Networks [↗](#)

At Dreamscape Networks, I designed engaging user experiences and functional interfaces for mobile, web, and desktop platforms. I developed a comprehensive design system for the primary brand, sketched concepts, created wireframes, and crafted high-fidelity prototypes to ensure our products were both visually appealing and user-friendly.

Oct 2017 – May 2018 Kyiv

**Middle UX/UI Designer**  
Qoderroom

- Mobile app design (iOS, Android);
- Web Site design;
- UX/UI design;
- UX analysis;
- Prototyping;
- Wireframe.

Jun 2016 – Oct 2017 Kyiv

**UI/Graphic Designer**  
AdBakers Ukraine [↗](#)

- Web Site design;
- UX/UI design for online apps, CRMS and activities;
- Development of POS-materials;
- Development and visualisation of promo stands & photo zone;
- Pre-press preparation, layout of models of printing products;
- Processing of graphic images.

## Skills

Personal	Teamwork	<ul style="list-style-type: none"> <li>• Creativity</li> <li>• Adaptability</li> <li>• Responsibility</li> </ul>	Critical Thinking	Punctuality	Attention to Details
Design	Web Design	Responsive Design	User Experience	<ul style="list-style-type: none"> <li>• Wireframing</li> <li>• Prototyping</li> <li>• Testing</li> </ul>	Design System
Management	Leadership	Problem Solving	Decision Making	Team Building	<ul style="list-style-type: none"> <li>• Negotiation</li> <li>• Delegation</li> <li>• Communication</li> </ul>

## Licenses & Certifications

<b>yappi corp</b> General & Business English Course	<b>LinkedIn Learning</b> Universal Principles of Design	<b>Simple sense.</b> Exciting Journey to Agile and Scrum
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