

Dmytro Dvornichenko

Product Designer



hi@dvornichenko.design • [Portfolio](#) • [Linkedin](#) • Kyiv, Ukraine

I'm a product designer with 17 years of experience turning complex systems into clear, usable products – from early-stage MVPs to enterprise platforms. I combine design, tech, and behavioral insight to shape products that engage users and move key metrics – whether building new ideas or scaling proven ones.

I am fluent in English (C1), native in Ukrainian, and comfortable working across time zones from the US East to Dubai.

[Datrics](#) • USA (Remote)

Apr 2024 – Present

Lead Product Designer, Web

Owning design for an AI-driven Analyst Builder platform.

- Designed 15+ critical features from scratch (including the core playground experience and onboarding setup) which helped secure key enterprise clients and earned a top #2 launch on Product Hunt (Analytics category).
- Revamped the brand identity (logo, color palette, marketing visuals, and landing page), improving differentiation in a competitive AI tools market.
- Collaborated closely with marketing and sales to redesign demo flows, leading to improved attribution tracking and increased lead-to-signup conversion.

[Cinderblock](#) • USA (Remote)

Feb 2023 – Mar 2024

Lead Product Designer, Web

Led product design for a job management SaaS used by contractors and small businesses.

- Built a scalable design system with refined accessibility and documented it in Storybook for smooth handoff and consistency.
- Redesigned key workflows (Estimates, Appointments), cutting task time and improving user satisfaction based on interviews.
- Partnered with the CEO and engineering team to align roadmap priorities, validate early-stage features through rapid prototyping, and prepare the product for go-to-market scaling.

[WOMBI](#) • UK (Remote)

May 2022 – Jan 2023

Founding Product Designer, Web

Owning design and early product strategy for a web3 analytics platform aimed at crypto-native marketing.

- Led initial market and user research to define target segments and key user needs, resulting in tighter positioning and improved engagement post-launch.
- Supported delivery of the full MVP (ideation to implementation) in time by designing a production-ready Tailwind-based UI kit that streamlined front-end dev and future iteration cycles.
- Developed a unique visual identity using AI-generated mascots to stand out in the crowded web3 space.

[GlobalLogic](#) • Ukraine

May 2019 – Apr 2022

Design Technology Lead, CEE

Drove cross-regional design maturity by scaling operations, mentoring leads, and aligning 30+ designers across CEE.

- Introduced a streamlined design ops workflow that simplified hiring, staffing, and reviews for 200+ team members.
- Led pre-sales initiatives and stakeholder workshops, securing new clients and boosting revenue.
- Ran audits across 5+ teams to improve delivery quality and mentored 10+ designers via structured growth plans.

[GlobalLogic](#) • Ukraine

Apr 2018 – Apr 2019

Lead UX Designer, Web & Mobile

Led UX concept for a Portfolio Management platform, securing a multi-year contract. Delivered 5 core features for a Clinical Research platform and revamped the design process, resulting in an additional contract and team expansion.

[MOSST](#) • Ukraine

May 2017 – Mar 2018

Lead Product Designer, Web & Mobile

Led end-to-end redesign (research, prototyping, UI/UX) of mPOS mobile reader app (iOS/Android).

Plarium • Ukraine

May 2014 – Apr 2018

UX Designer, Browser games

Designed data-informed game features for 250M+ users, improving key product metrics (user retention, engagement).

EPAM • Ukraine • Ireland • USA (Remote)

Feb 2013 – May 2014

Senior UX Designer, Web

Led Ryanair check-in UI redesign, increasing business metrics & CSAT. Led interaction design for Kantar Media analytics.

Turumburum • Ukraine

Jan 2011 – Feb 2013

UX Designer, Banking & E-commerce

Led full product design lifecycle for fintech mobile banking. Designed responsive web UI for leading Ukrainian online retailers.

Meta.ua • Ukraine

Jan 2008 – Sep 2008

UI Designer, Web

Prototyped and designed sections of Meta.ua portal & promotional materials for small businesses.

Education & Learning

KNURE (Kharkiv National University of Radio Electronics) • Ukraine

B.S., Telecommunications Engineer, 2014

KPCC (Kharkiv Patent Computer College) • Ukraine

Junior Specialist, Computer systems and networks service, 2009

Professional Development

Completed numerous courses focused on areas including Growth, User Onboarding, UI, facilitation, design management.

Current Learning & Exploration

JavaScript/TypeScript, React (for improved technical collaboration); CSS Animations, GLSL Shaders, p5.js (creative coding exploration); Replit, Cursor, GitHub Copilot (evaluating efficiency gains).

Mentoring & Publications

[Mentor](#) (Product Design, Design Systems). [Mentor](#) (UX Design Medium, 2022).

[Design Mentorship: Experience, Framework, Achievements](#) (2021), [Design System for Digital Products](#) (2021), [From Junior to Lead](#) (2021), [Design System for Digital](#) (2021)

Key Skills & Areas of Expertise

Product Strategy & Leadership: Product Strategy, Product Vision, Strategic Planning, Roadmapping, Design Leadership, Design Management, Mentorship, Cross-functional Collaboration, Stakeholder Management, Business Goal Alignment, OKRs, Goal Setting, Business Impact Measurement, Budgeting (basic), Remote Team Leadership, Design Ethics.

UX Research & Design: User Research Methodologies (Qualitative & Quantitative), User Interviews, Persona Development, Design Thinking Facilitation, Participative Workshops, Ideation, Concept Development, Journey Mapping, Information Architecture, Interaction Design, Usability Testing & Analysis, A/B Testing & Analytics Interpretation.

Execution & Operations: Product Design (End-to-End), UI Design, Visual Design, Prototyping, Design System Development & Management, Design Operations (DesignOps) Implementation, Agile/Scrum Process Integration, Lean UX Principles, Design QA, Design Documentation, Technical Documentation Review, Accessibility Standards Implementation (WCAG).

Tools & Technologies: Figma, FigJam, Framer, Webflow, Adobe Creative Suite, Miro, Notion, Google Workspace, Jira/Confluence, Google Analytics, Mixpanel, HTML5/CSS3, React, ChatGPT, Claude, Gemini, Midjourney.

Domain Expertise: SaaS (B2B/B2C), AI/ML, Web3, Fintech, Healthcare, E-commerce, Growth Design, Responsive Design, Mobile Design (iOS/Android), Web Design, Game Interfaces