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Iaroslav Tyvoniak

Senior Product Designer · Kyiv, Ukraine · Remote preferred

10 years in design, including 8 in B2B SaaS. I connect complex workflows and design systems, combining hands-on product design with design direction, team reviews, and mentoring.

Experience

GTO LAB · Senior Product Designer

Mar 2026 - Sep 2026

Shipped a poker-practice redesign, replacing fixed-width layouts with responsive screens and collapsible navigation and analysis panels while preserving familiar workflows.

Established typography, color, and token foundations adopted in design and development. Used Claude with Figma via MCP for token updates and early feature sketches, refining designs after engineering reviews.

Zutobi · Senior Product Designer

Jan 2025 - Dec 2025

Started with an audit of existing product solutions. Designed student profiles, groups, and a driving-school website builder, and completed the calendar redesign.

Led the transition from UI kits to a design system: unified components, tokens, and states, delegated work, and coordinated reviews with a design manager and product designer.

BW Events Tech · Senior Product Designer

Apr 2023 - Nov 2024

Led design for an enterprise event-management platform across desktop administration, attendee management, kiosks, and mobile check-in. Admin and check-in experiences launched.

Built the first design system aligned with existing React components. Designed desktop and mobile giveaway workflows used at Google Next 2024, delivered with engineering within a month.

signNow / airSlate · Junior to Senior Product Designer

Mar 2018 - Dec 2022

Joined an established e-signature product with 1M+ users after its acquisition by airSlate. Initiated its first design system and led the core-screen redesign, prioritizing work with a business analyst using product analytics.

Partnered with engineering on a year-long, A/B-tested rollout, maintaining key conversions. Conducted customer interviews with product walkthroughs, onboarded a designer, and designed accessibility states with reference to WCAG.

Hexagon Agency · UI/UX Designer / Art Direction

Aug 2016 - Feb 2018

Started my design career at the agency. After one year, coordinated three designers through daily planning, task allocation, design direction, and reviews. Worked directly with clients.

Designed websites, e-commerce, and product interfaces, including casino account and game-catalog experiences.

Skills

Complex SaaS workflows
Information architecture
Responsive interfaces
Design systems and tokens
Customer interviews
Prototyping
A/B testing and analytics
Accessibility design
Design direction and mentoring
Cross-functional collaboration

Tools

Figma
Claude · ChatGPT
MCP-enabled design workflows
Framer
Adobe Photoshop & Illustrator

Education

Yuriy Fedkovych Chernivtsi
National University
Faculty of Economics

Languages

Ukrainian - native
English - B2
(Upper-Intermediate)
Professional working proficiency; experience in English-speaking teams.