SENIOR PRODUCT DESIGNER

YEVHENIIA KYRKILAN

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10+ years IN PRODUCT DESIGN

4M+ USERS ON SHIPPED PRODUCTS

1% → 3.25% MONTHLY RETENTION, GEOZILLA

-35% ONBOARDING TIME, MTB BANK

-30% USER ERRORS, GSL

PROFILE

Senior Product Designer with 10+ years of experience delivering end-to-end UX/UI for mobile and web products: SaaS platforms, banking and other regulated products, and consumer apps with millions of users. Strong in growth flows (onboarding, engagement, retention), design systems built from scratch, and AI-powered product features.

Work directly with Product Managers and engineers, run my own user interviews and surveys, and use data (Amplitude, Google Analytics, A/B tests, NPS) to validate decisions. Use AI tools daily in design and prototyping.

EXPERIENCE

Senior Visual & UX Designer, Panopto — NOV 2024 – PRESENT · REMOTE

- Designing a full redesign of a complex video platform product and building its design system from scratch (responsive web), using Figma variables, accessibility checks, Claude Design and Figma Agents.
- Design complex video player features: multi-stream layouts, comments, notes, quizzes and playback settings.
- Run user interviews and surveys, define success criteria and test with UX Pilot; worked with a Product Owner on A/B tests.

Senior Product UX/UI Designer, Forza Football — JUN 2023 – FEB 2024

Sports media app, 15M+ downloads

- Created a new design system for the Android app.
- Worked on the Android onboarding flow and on the AI-personalized live text-streaming feature.

Lead Product UX/UI Designer, GeoZilla Inc. — DEC 2021 – MAY 2023

Family location-sharing app, 4M+ registered users

- Owned the onboarding redesign end to end: a personalized, branching flow based on who the user tracks, a permissions and trust flow, and custom animations I created.
- Delivered on iOS and Android (Material components). Validated with A/B testing: monthly retention grew from 1% to 3.25%.

AI PRODUCT DESIGN

- **Panopto:** designed an AI chat and Q&A entry point in the video player, comparing a dedicated tab, a toolbar button and a sidebar icon inside an established interface. Use Claude Design and Figma Make for components and interactive prototypes.
- **Forza Football:** designed an AI-driven, personalized live text-streaming feature tailored to the team a user follows.
- **Lucky Trails:** created AI-generated visual content for the product with ChatGPT, while leading it as product owner and designer.
- **Vindly (personal project):** designed and built a mobile app from scratch with AI-assisted development (Claude Code). A personal pet project, not a commercial product.

EARLIER EXPERIENCE

Senior UX/UI Designer, DataArt — JUN 2021 – DEC 2021
UX research, design systems and end-to-end design for mobile apps, web apps and websites.

Lead Product Designer, Softesis — FEB 2019 – JUN 2021
End-to-end product design from scratch for Ukrainian mobile banking and other financial services, including MTB Bank.

Senior UI/UX Designer, Eroe Consulting — MAR 2019 – DEC 2019
Design for large corporate clients in the Middle East, including Toyota Material Handling and Lexus.

UX/UI Designer, Intersog — JUN 2017 – MAR 2019
UI/UX design, motion design, prototyping, testing and specifications for an American startup product.

Web and Graphic Designer, Avada-Media — JUL 2016 – JUN 2017
UI design, branding and UI guidelines.

SELECTED PROJECTS

- **MTB Bank (Ukraine, at Softesis):** sole designer; designed the retail mobile banking app and the MTB Bank admin system from scratch. Onboarding time reduced by 35%, fewer support tickets, higher user satisfaction.
- **GSL (USA mobile and web app, freelance):** redesign reduced user errors by 30%, halved support tickets and improved NPS.
- **Lucky Trails (Ireland, React Native, client project):** led the product as product owner and designer; design tokens, UI kit and 40+ screens.

KEY SKILLS

Product and UX/UI design
End-to-end flows, onboarding and retention, interaction design, UX research, usability testing, accessibility checks

Platforms
iOS, Android (Material), responsive web, B2B dashboards and admin systems

Design tools
Figma (advanced), Sketch, Photoshop, Illustrator, Miro, Lottie, Jira, Confluence

Languages
Ukrainian (native), English (B2)

Design systems
Building design systems from scratch, Figma variables and tokens, components, auto-layout, Dev Mode, UI kits

Data-informed design
A/B testing, Amplitude, Google Analytics, conversion and retention metrics, NPS

AI tools
Claude Design, Figma Make, Figma Agents, Claude Code, UX Pilot, ChatGPT, Nano Banana, Midjourney, Sora, Runway, Kling

Industries
FinTech and banking, SaaS, EdTech and video platforms, sports and media, consumer and family safety, health and wellness, travel and outdoor, automotive and industrial

EDUCATION

Master's Degree in Marketing (with honors)
Odesa National Economic University
2012 – 2018

UX/UI Web and Mobile Design
Mobios School
2016 – 2017

School of Digital Business 3.0
Genesis Academy
2024 · digital business, analytics, product approaches, marketing

OPEN TO SENIOR PRODUCT DESIGN ROLES, REMOTE

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