

Dmytro Dvornichenko

Lead Product Designer • AI & data-heavy B2B SaaS

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

Product designer focused on data-dense interfaces and complex workflows.

Fluent in English (C2), native in Ukrainian. Working hours: CET±2; flexible to EST.



Work experience

Datrics • **Lead Product Designer, Web** • Remote (USA) • Apr 2024 – Present

Leading design for an AI-driven Analyst Builder platform (analytics & automation).

- Redesigned Analyst Builder and onboarding to reduce time-to-first-insight from 18–20 min to 4–6 min; activation up ~15–25% within 60 days
- Shipped 15+ features (core playground, onboarding setup, sharing/export) used in 8+ enterprise pitches; helped sales close 5+ deals with improved product-led demos
- Improved demo to signup conversion by ~10–20% by partnering with marketing/sales on demo flows and attribution
- Modernized brand & site; clarified value propositions for data/AI buyers, improving messaging and demo request quality

Cinderblock • **Lead Product Designer, Web** • Remote (USA) • Feb 2023 – Mar 2024

Led product design for a Job-management SaaS for contractors/small businesses

- Halved estimate flow steps (14+ to 7) and cut completion time ~35–45%; support tickets with “estimate” and “invoice” mention reduced 30–40% across three releases
- Built an AA design system documented in Storybook, leading to new screen build time reduced from 16h to 9h
- Reduced late-stage negotiation friction and accelerated deal closes (backed by CEO feedback from customer calls)

WOMBI • **Founding Product Designer, Web** • Remote (EU) • May 2022 – Jan 2023

Owned design and helped to shape early product strategy for an attribution & analytics for web3-native marketing

- Shipped attribution analytics UI unifying on-chain and off-chain signals; integrated GA4/Segment and wallet providers
- Delivered Tailwind-based UI kit; shortened front-end cycle time ~25–35% and standardized patterns for scale

GlobalLogic • **Design Technology Lead, CEE** • Ukraine • May 2019 – Apr 2022

Scaled design maturity across the region; coached and aligned 30+ designers

- Improved hiring loop & reviews for 200+ org; Time-to-fill reduced from 45 to 30 days (across 20 vacancies)
- Reusable design system / patterns adopted across 5 accounts; Introduced DS governance (linting, review gates); average design cycle time decreased to 25–40%; cross-team UX audits reduced critical UI defects to ~40%
- Supported presales with discovery/vision sprints used in multiple enterprise wins

GlobalLogic • **Lead UX Designer, Web & Mobile** • Ukraine • Apr 2018 – Apr 2019

- Led UX concept for Portfolio Management platform; secured multi-year contract; first release delivered in ~9 months
- Delivered 5 core features for a Clinical Form Management platform; revamped design process, enabling an additional contract and team expansion

MOSST • **Lead Product Designer, Web & Mobile** • Ukraine • May 2017 – Mar 2018

- Led end-to-end redesign for mPOS mobile reader app (iOS/Android)

Plarium • **UX Designer, Browser games** • Ukraine • May 2014 – Apr 2017

- Owned feature UX for large-scale strategy titles; contributed to cohort D7 retention improvements

EPAM • **Senior UX Designer, Web** • Remote (USA), Ukraine, Ireland • Feb 2013 – May 2014

- Led UX, reduced mobile drop-off on core steps (Ryanair); Delivered UI for customizable dashboards (Kantar)

Turumburum • UX Designer, Banking & E-commerce • Ukraine • Jan 2011 – Feb 2013

- Delivered full lifecycle design for fintech mobile banking and responsive e-commerce interfaces

Meta.ua • UI Designer, Web • Ukraine • Jan 2008 – Sep 2008

- Prototyped and designed portal sections and SMB promotional materials

Education

Kharkiv National University of Radio Electronics • Ukraine • 2010-2014

- B.S., Telecommunications

Kharkiv Patent & Computer College • Ukraine • 2005-2009

- B.S., Computer systems and networks service

Mentoring & Publications

- Public talks on design systems, mentorship, and career growth (2019–2025)
- Mentor @ UX Design Medium (Projector Institute, 2021)
- Teacher, Web Design @ DASH! (Children Architecture School, 2021)

Key Skills & Areas of Expertise

Product Strategy & Leadership

- Product Strategy, Product Vision, Strategic Planning, Roadmapping, Design Management, Mentorship & Coaching, Stakeholder Management (Executive & C-suite), Prioritization Frameworks, Business Alignment (OKR), Remote Team Leadership, Design Governance

UX Research & Design

- User Research (Qualitative & Quantitative), User Interviews, Jobs-To-Be-Done, Journey Mapping, Information Architecture, Interaction Design, Prototyping, Usability Testing, A/B & Multivariate Testing, Design Thinking Workshops, Heuristic Evaluation

Execution & Operations

- End-to-End Product Design, UI & Visual Design, Design Systems (Development & Governance), Component Libraries & Tokens, Agile/Scrum Integration, Lean UX, DesignOps, Design-to-Dev Handoff, Design Documentation, Accessibility (WCAG, FDA), Localization

Tools & Technologies

- Figma, FigJam, Framer, Webflow, Adobe Creative Suite, Miro, Notion, Jira/Confluence, Google Analytics, Amplitude, Mixpanel, SQL, HTML5/CSS3, React, ChatGPT, Claude, Gemini, Midjourney, Cursor, v0

Domain Expertise

- B2B SaaS, AI/ML, Analytics & Data Products, Fintech, Healthcare, E-commerce, Marketplaces, Growth & Conversion Optimization, Web Applications, Mobile (iOS/Android), Game Interfaces

Current Learning & Exploration

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