

Eduard Novokhatskyi

Full-Stack Product Designer –
crafting systems, interfaces,
and interactions.

HIGHLIGHTS

- **11+ years** designing end-to-end digital products across complex platforms and high-velocity environments.
- **8 years in Figma**, mastering components, variables, auto-layout, and building scalable multi-market design systems.
- **Full-Stack Product Designer** — combining UX, UI, systems thinking, and code-level prototyping to move faster and ship better.
- Led and contributed to **multi-platform launches** (web, mobile, internal tools) used by large user bases.
- **Mentored and managed** designers, optimized workflows, and **improved cross-team collaboration**.
- Delivered measurable impact: improved conversion, cut delivery time, reduced UX friction, and shipped AI-powered features.
- Strong experience working directly with CEOs, CTOs, PMs, engineering, and AI/ML teams.
- Skilled in **turning complex systems into simple**, intuitive, and functional user experiences.

 [portfolio-website](#)

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 [Dribbble](#)

 [X \(Twitter\)](#)

ABOUT

Design end-to-end across the product lifecycle — turning complexity into clear, functional, scalable experiences. As a Full-Stack Product Designer, I work across the entire design pipeline: user flows, UX, UI, design systems, prototyping, and product decision-making. I bridge design and engineering by building ideas through both design and code, making problems easier to solve and solutions easier to ship.

TOOLS & SKILLS

- Design: Figma (expert), FigJam, Miro
- Systems: components, tokens, documentation, design ops
- UX: flows, research, IA, wireframes, prototyping, testing
- UI: visual design, layout, typography, interactions
- Prototyping: design + code (HTML/CSS/JS, SwiftUI prototypes)
- Collaboration: PMs, engineers, founders, AI/ML teams
- Soft Skills: leadership, ownership, communication, product thinking

EXPERIENCE

Head of Design ♦ [Rentberry](#) ♦ Jan 2024 → Oct 2025

San Francisco (Remote)

- Leading design across web, mobile, and internal platforms, ensuring consistency and usability at scale.
- Evolved and scaled design system to support multi-market growth.
- Partnered with PMs, engineers, and AI/ML teams to ship AI-driven features.
- Mentored designers, managed workflows, and led cross-functional collaboration.
- Art-directed 3D and visual content with freelance creatives.
- Drove product vision through design strategy aligned with business goals.

Key Results:

- Reduced UI delivery time by 40% through systematization and improved processes.
- Enabled faster multi-market rollout (US, PT, UAE) with a unified component-based system.

Senior Product Designer ♦ [Rentberry](#) ♦ Mar 2023 → Jan 2024

San Francisco (Remote)

- Designed end-to-end experiences for core product and new AI-powered features.
- Led UX research, flows, wireframes, prototyping, and testing for responsive platforms.
- Delivered high-fidelity UI, interaction patterns, and production-ready assets.
- Designed adaptable solutions for diverse markets and behavioral differences.
- Produced custom Lottie animations and CSS interactions.

Senior Product Designer Contract ♦ [Qubstudio](#) ♦ Feb 2022 → Mar 2023

London (Remote)

- Embedded product designer in a zero-trust security platform project.
- Designed enterprise dashboards, system architecture UI, and multi-step technical flows.
- Produced high-fidelity prototypes and detailed documentation for developer handoff.
- Maintained a clean component library and ensured consistency across complex workflows.

Senior Product Designer ♦ [LITSLINK](#) ♦ Aug 2020 → Jan 2022

Palo Alto (Remote)

- Designed UX/UI for web and mobile apps in fintech, health, and social domains.
- Built flows, wireframes, and pixel-perfect UI for complex B2B platforms.
- Collaborated with engineers to accelerate implementation and refine interactions.
- Mentored junior designers and improved internal design processes.

EARLIER ROLES (SUMMARY)

Sadvnet, GreatPro, LIGA:ZAKON — UI/UX & Product Design roles

2014 → 2020

- Designed across SaaS and enterprise environments, building foundational experience in UX, UI, and product delivery.
- Led redesigns, collaborated cross-functionally, and contributed to early design systems.