

SENIOR PRODUCT DESIGNER Iegor Dovgopol

Senior Product Designer with 6+ years of experience holding Master's degrees in Design and Organizational Management. Specialized in high-density B2B SaaS platforms, complex CMX ecosystems, Fintech product expansion, and tokenized design systems. Provided end-to-end product design, design systems architecture, and UX strategy for high-growth SaaS, enterprise platforms, cross-platform ecosystems, and Scandinavian market products (e.g., Utsidan). Proven track record of architecting scalable design tokens across multi-platform environments (Web, iOS, Android), driving 0-to-1 ecosystem launches, and executing seamless product integrations for 1M+ user bases. Expert in bridging business strategy, user research, and engineering execution to deliver WCAG-compliant, high-impact digital products. Author of 4 comprehensive UX/UI & Product Design curricula and instructor guidelines adopted by 1,000+ students across Europe (ranked Top 14 worldwide on Course Report).

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CORE COMPETENCIES

Product Strategy & Domain Expertise: Enterprise B2B SaaS, Fintech, CMX Platforms, High-Density UI, Information Architecture, Multi-Role Access (RBAC), Social & Collaboration Workflows, User Journey Mapping, Rapid Prototyping.

Design Systems & Ops: Token Architecture (Semantic Tokens), Component Libraries, Design System Governance, Multi-Platform Parity (Web/Mobile), Design-to-Code Handoff, Layout Systems.**Logic & Specs.**

Research & Analytics: Quantitative & Qualitative Research, Usability Testing, Competitor Benchmarking, Task Completion Analysis, Heatmaps & Telemetry Analysis.

Tools & Software: Figma, Adobe CC (Illustrator, Photoshop), Git/GitHub (Design Systems), HTML/CSS Basics, Jira, Confluence, AI-assisted UX Research & Synthesis (ChatGPT, Claude).

LANGUAGES

English: Full Professional Proficiency / C1

Ukrainian: Native.

Polish: Intermediate / B1-B2

German: Elementary / A1-A2

AI & MODERN WORKFLOW

AI Tools for Product Design: Leveraging ChatGPT / Claude for UX copy generation, research synthesis, and scenario mapping; AI plugins for Figma token automation and layout testing.



I hereby consent to the processing of my personal data contained in my application for the purposes of the recruitment process in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

WORK EXPERIENCE ^{1/2}

2021 – PRESENT • REMOTE (EU, US & GLOBAL)

Senior / Lead Product Designer

Independent Practice & Product Consulting

Provided end-to-end product design, design systems engineering, and UX strategy for high-growth B2B SaaS, enterprise CMX platforms, and cross-platform ecosystems.

2026 (FEB – JUNE) • EU MARKET (GERMANY & FRANCE) • CONTRACT •  [communex.app](#)

Senior Product Designer

Communex (Enterprise CMX Platform)

- **Enterprise Ecosystem Architecture:** Spearheaded the end-to-end UI/UX redesign and functional expansion of a live enterprise CMX platform serving **24,000+ active users** across corporate, municipal, and trade union sectors.
- **High-Density Workflows:** Architected intuitive systems for secure document collaboration, automated document sorting, and community features (structured feeds, event management, private groups).
- **Granular RBAC System:** Designed a scalable Role-Based Access Control model (Admin, Super Admin, User) with dynamic layout density reconfigurations based on organizational roles.
- **Design System Governance:** Built a tokenized Figma Design System (Variables, semantic tokens) with strict usage guidelines, accelerating cross-border engineering handoff and development.

2026 (JAN – AUG) • POLAND • CONTRACT •  [terminka.com](#)

Lead Product Designer

Terminka (Beauty Business Management & Booking SaaS)

- **0-to-1 Ecosystem Architecture:** Owned end-to-end design across 3 core touchpoints: high-density B2B SaaS CRM (multi-role RBAC, calendar schedule grid), B2C map-first mobile booking app, and marketing web platform.
- **Brand Identity & Print Design:** Developed the complete 360° brand visual identity system, including physical marketing collateral, and print assets.

Cross-Platform Token Alignment: Built a unified tokenized design system across iOS, Android, and Web with explicit engineering specifications.

- **Edge-Case & Handoff Architecture:** Documented comprehensive UI anatomy, states, and edge-case behaviors using Atomic Design, providing clear Do/Don't guidelines for engineering.

2024 – 2026 • UK & UKRAINE 2026 • CONTRACT •  [wonder-u.net](#)

Lead UX/UI Designer & PM

Wonder-U (Health & Fitness SaaS)

- **End-to-End Product Design:** Solely designed the complete product ecosystem from scratch, including brand identity, multi-role user dashboards, admin panels, and visual specs for media production.
- **UX Research & Strategy:** Executed quantitative and qualitative user research from zero: conducted interviews, created surveys, mapped buyer personas, conducted “think aloud tests” and validated core user flows.
- **Cross-Functional Leadership:** Acted as Design **Lead and PM for a team of 5 specialists** (Frontend, Backend, Marketing, Copywriting and Junior UI/UX Designer); managed backlogs, planning, roadmaps, and budget allocation.

LEADERSHIP & MENTORSHIP

Cross-Functional Ownership: Bridging communication between C-Level strategy, PM requirements, and Engineering constraints.

Team Hiring & Assessment: Conducted technical interviews and competency evaluations for design instructors and product designers.

Design System Governance: Established DS guidelines, component documentation, and dev handoff specs for distributed teams.

Design Mentorship & Advocacy: Facilitating Design Review sessions, running internal UX workshops, and establishing Design System governance across remote teams.

Data-Informed Decision Making: Balancing quantitative analytics (Mixpanel, Hotjar, Google Analytics) with qualitative user feedback.

EDUCATION

Master of Arts (M.A.) in Graphic Design
Kharkiv State Academy of Design and Arts • 2017

Focus: Information Architecture, Visual Communication Systems, High-Density Layout Logic, Branding Identity, Human-Centered Design.

Master of Science (M.Sc.) in Management of Organizations and Administration
Kremenchuk Mykhaylo Ostrohradskiy National University • 2015

Focus: Product Strategy, Business Operations, Systems Engineering, Organizational Behavior & Stakeholder Alignment.

KEY IMPACT SUMMARY

Scale & Accessibility: Architected a tokenized design system for Sweden's top outdoor portal (**Utsidan, 270k+ MAU**), improving component scalability and cross-platform design-to-code alignment.

Fintech Product Expansion: Led UI/UX integration for **Moneyveo's Veocard** payment product across Web and App, delivering a seamless card management flow for a **1M+ user ecosystem**.

Enterprise Architecture: Scaled the CMX platform architecture for **Communex**, serving **24,000+ active B2B users** with complex, role-based access control (RBAC) systems.

0-to-1 Ecosystem Delivery: Designed and launched **Terminka** from scratch — unifying brand identity across print & digital, B2B CRM, B2C booking apps, and a marketing web platform.

Mentorship & Educational Leadership: Authored core UX/UI curricula adopted by **1,000+ students** across Europe, personally trained **300+ graduates (4.97/5.0** Course Report rating), and mentored designers into full-time roles.

Portfolio highlights at
yegordesign.com

Detailed flows & NDA-protected work presented upon interview.

WORK EXPERIENCE 2/2

2025 (APR – AUG) • UKRAINE • CONTRACT • vnedorognik.ua

Lead Product Designer

Vnedorognik.ua (Ukraine's #1 Off-Road E-Commerce Platform)

- **High-Traffic E-Commerce Architecture:** Led end-to-end UX/UI redesign for Ukraine's #1 off-road platform, optimizing flows for **625,000+ active users** and **1.5M+ page views**.
- **Qualitative & Quantitative Discovery:** Synthesized Microsoft Clarity heatmaps and Google Analytics with sales team interviews to fix core funnel bottlenecks and optimize site navigation for high-intent buyers.
- **Conversion & Checkout Optimization:** Streamlined search, filtering, and checkout flows, driving **139,000+ checkout form starts** while maintaining organic search as the primary channel.
- **Design System & C-Level Alignment:** Built a scalable modular Figma component library and pitched UX strategies directly to the Business Owner and PM to secure alignment on key architectural trade-offs.

FEB 2021 – APR 2022 (1 yr 3 mos) • UKRAINE • CONTRACT • moneyveo.ua

Fintech Product Designer

Moneyveo (Veocard Fintech Product)

- **Product Expansion & Integration:** Led UX/UI design for Veocard—a new payment card product integrated into Moneyveo's existing ecosystem serving **1M+ active users**. Expanded the core design system with new components, maintained token consistency, and ensured WCAG accessibility standards across all user touchpoints.
- **Strict Legal & Regulatory Compliance:** Participated in weekly multi-stakeholder design reviews alongside Legal, Risk, and Product teams to ensure complex financial flows, disclosures, and consent UI met heavy Fintech regulatory standards.
- **Growth Hypothesis Testing & Micro-sites:** Selected by the Product Department to design rapid-turnaround landing pages for marketing hypotheses—owning visual UX/UI, aligning performance assets, and managing front-end developers through final release.
- **Cross-Functional Collaboration:** Partnered closely with PMs, Business Analysts, and Engineers to resolve technical and legal constraints while ensuring seamless component reuse and visual consistency.

2020 – PRESENT • SWEDEN • GLOBAL REMOTE • PART-TIME / EVENING • beetrootacademy.com

Senior Curriculum Author & Lead Product Design Instructor

Beetroot Academy

- **End-to-End Curriculum Architecture:** Authored multiple core design programs, including a flagship 5-month/6-module UI/UX course from scratch and a 12-hour Product Design Basics mini-course.
- **Instructional Guidelines & Ecosystem Scaling:** Created comprehensive teaching kits, lecture decks, Figma assets, and step-by-step guidelines for international instructors, scaling design education to **1,000+ students** across **Ukraine and the EU**.
- **World-Class Quality & Course Report Recognition:** Achieved a **4.97/5.0** course rating on Course Report, earning recognition among the Top 14 design programs globally. Maintained the lowest student dropout rate across Beetroot Academy cohorts worldwide through structured feedback frameworks.
- **Direct Mentorship & Career Success:** Personally trained **300+ students** across 24 cohorts with a **4.97/5.0** rating (**Top 14 globally** on Course Report). Independently mentored 10+ designers (2-14 month tracks), successfully landing them full-time UX/UI roles.
- **Instructor Onboarding & Team Hiring:** Conducted technical vetting interviews and quality audits for incoming design instructors, establishing evaluation standards across regional and international chapters.

2014 – 2019 • UKRAINE / GLOBAL

Graphic & Commercial Design Specialist

Design Agencies & Freelance

- Created **150+ brand marks** (including citywide identity system for Kremenchuk) and delivered visual design assets for global clients (**Danone, JTI**) and major publications (**Harper's Bazaar, Elle**).