

Senior Product Designer focused on design strategy that drives product growth.

Mission

Build systems and tools that help teams move faster, stay aligned on strategy, and deliver measurable product growth.

Skills

Design Systems · UX Strategy · Product-Led Growth · Scalable Tooling · AI-Driven Workflows · SaaS Platforms · Outcome-Oriented Collaboration · Cross-Functional Leadership

Education

National Aviation University
Ukraine, Kyiv
Degree: M.S. & B.S.
Avionic Systems Interface Design

Beyond Work

Aviation enthusiast training toward a pilot's license. Drawn to the experience of flight and the complex systems behind navigation, mechanics, and weather. One day, I hope to cross the Atlantic in a small airplane.

Links:

Portfolio: dt-ux.com

LinkedIn: linkedin.com/in/davydtsioma

Experience

SBI • Business Strategy & Analytics Platform

Senior Product Designer, Jun 2023 – Present

- Standardized UX across 4 products with a 100+ component design system, cutting delivery time by 30%
- Designed an AI tool that helped consultants deliver growth plans faster with less manual work
- Launched a roadmap feature tied to a subscription model projected to grow recurring revenue by 35%
- Simplified key product flows, increasing engagement, and improving completion rates across client tools

Kontron • Device Management Software

Lead UX Designer, Jul 2022 – Jul 2023

- Launched a 40-component design system and redesigned the website in 3 months, cutting delivery time by 50%
- Built a reusable ad framework used in 80+ campaigns, cutting production time by 40% and saving \$50K in creative costs

Coalition Inc. • Cybersecurity SaaS

UX Designer, Dec 2021 – Jul 2022

- Led a full website redesign that strengthened the brand ahead of its \$5B valuation and Forbes Fintech 50 recognition
- Built a design system that enabled the integration of acquired brand assets in under two weeks during a post-acquisition launch

Balsam Brands • E-commerce

Product Designer, Jun 2021 – Apr 2022

- Improved mobile checkout UX, reducing drop-off by 25% with clearer forms and payment options
- Redesigned navigation and filtering, increasing product views by 18% and time spent browsing
- Built and tested early shopping flow prototypes, uncovering 30% more usability issues pre-launch

Previous roles

Product Designer / Design Lead, Apr 2013 – Jun 2021

- Designed end-to-end product experiences from zero to launch across startup and scaling teams
- Built and maintained UI systems used across multiple product lines and platforms
- Created tools and workflows adopted by 10+ product teams across different regions
- Developed reusable templates and localization guides, rolled out in 15+ countries
- Mentored junior designers through reviews, pairing sessions, and onboarding support