Kateryna Marchuk

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SUMMARY

Senior Product Designer / Product Manager with **8+ years** of experience designing and **scaling AI-driven products across web and mobile**. Strong focus on **design systems**, **complex AI product redesigns**, and AI-powered design workflows, bridging design, product, and engineering. Proven experience leading end-to-end initiatives, from building scalable UI systems to redesigning dashboards, onboarding, and pricing experiences for AI platforms. Comfortable operating in fast-paced, technical environments and simplifying complex systems into clear, user-centered solutions.

EXPERIENCE

Product Designer / Manager

PrettyClever   June 2025 – Present, San Francisco, CA (Remote, Contractor)

- Led end-to-end product and project delivery for multiple **AI-driven initiatives**, owning scope, timelines, and cross-functional coordination
- Implemented and drove adoption of an **internal AI-powered design tool**, improving design workflows and iteration speed
- Designed and delivered **3 scalable design systems for AI applications**, based on Atomic Design and aligned with **shadcn/ui**
- Redesign of a web application **dashboard** and **onboarding** experience for an **AI hyperparameter optimization platform** (vLLM, SGLang)
- Designed **pricing** and **GPU savings calculator experiences**, simplifying complex infrastructure and performance metrics
- **Website redesign** for an **open platform for cloud-based coding agents**, improving information architecture and product storytelling

Lead Product Designer

HESH   Apr 2023 – Mar 2025, Wilmington, DE (Remote)

- Designed and launched new MES platform features, **reducing production costs by 30%** and optimizing workflow automation
- Led 50+ user interviews, ensuring new features aligned with business goals, **improving production cycles by 45%**
- Developed a mobile task management app, **increasing team communication efficiency by 20%**
- Built and implemented a scalable design system, enhancing UI consistency and usability, **increasing user satisfaction by 75%**
- Defined user flows, wireframes, and prototypes, ensuring seamless implementation with product and engineering teams

Lead Product Designer

Players Health   Jan 2022 – Feb 2023, Minneapolis, MN (Remote)

- Redesigned a finance platform, improving usability and adoption, **contributing to a $34M** funding round
- Optimized user onboarding, reducing drop-off rates and **increasing customer reach by 20%**
- Developed and tested 500+ UI layouts, improving engagement and conversion rates
- Conducted usability testing, ensuring intuitive cross-platform experiences (Web, iOS, Android)
- Led strategic design initiatives, influencing key product decisions and roadmap priorities

Product Designer

Automattic   Feb 2021 – Mar 2022, San Francisco, CA (Remote)

- Led UX strategy for a platform serving **409M+ monthly users**, improving brand reach and engagement
- Enhanced web app usability, **contributing to a 63%** market share expansion
- Created responsive and adaptive design solutions, improving accessibility and retention rates
- Worked closely with engineers to balance design vision with technical constraints, ensuring feasibility

Lead Designer

Arounda   Feb 2021 – Mar 2024, Ukraine

- Led 10+ product launches, collaborating with stakeholders and engineering teams, **securing $1.5M+** in startup funding
- Optimized design operations, **increasing efficiency by 15%** and improving cross-functional collaboration
- Mentored a team of 6 designers, fostering UX/UI best practices and skill development
- Spearheaded Agile-based design processes, ensuring iterative improvements aligned with user feedback

Lead Product Designer

Gryps   **Apr 2017 – Mar 2020, St Gallen, Switzerland**

- Led a platform redesign, **increasing conversions by 50%** and **active users by 30%**

- Conducted UX audits, aligning design strategy with user behavior and business objectives

- Developed product strategy and feature prioritization in collaboration with business leaders

Senior UX/UI Designer

Softformance   **Mar 2017 – Feb 2020, Estonia**

- Designed **15+ SaaS** and **startup** products, focusing on product-market fit and rapid iteration

- Worked closely with engineering, SEO, and marketing teams to align design with growth strategies

- Led design initiatives that shaped company-wide UX standards and best practices

EDUCATION

Master's degree

Focus on Business Law & Digital Regulations • National University Odessa Law Academy • Odessa, Ukraine • 2016

CERTIFICATIONS

UX/UI Design

Kyiv Academy of Media Arts • 2017

SKILLS

Tools: Figma, FigJam, Adobe Suite, Jitter, Notion, Miro, Slack

UX: User Research, Usability Testing, A/B Testing,Data-Driven Design, UX Audits, Information Architecture, User Flows, Wireframing, Prototyping, Cross-Platform Design, Problem-Solving within Technical Constraints, Agile/Scrum, Cross-Functional Collaboration

UI: Design Systems Development, Atomic Design, High-Fidelity UI Design & Interaction Patterns, Responsive, Adaptive Design, Accessibility & Inclusive Design, Interface Animation, Microinteractions