

OLEKSII TSAREVSKYI

KYIV

+380 73 103 07 25

tsarealex@gmail.com

in [Linkedin](#)

@tsarealex

ABOUT

- **Senior Product Designer (7+ yrs)**
shipping large-scale mobile & web
- **Product-first: align business + user needs;**
turn ambiguity into clear UX; scale systems
- **Outcomes: drive conversion/retention;** shorten delivery;
keep quality high
- **Team impact: mentorship, process optimisation,**
AI-assisted

EXPERIENCE

[PRIVAT BANK](#)

(PRIVAT 24)

SR. PRODUCT
DESIGNER

08.24 - NOW

- Led 15+ mobile initiatives in an **app with 25M+ users** (iOS/Android/Web)
- Launched PrivatBank's government bond investment service,
→ **market-leading digital bond-purchasing experience in Ukraine.**
- **Redesigned the loyalty program** → with the new experience
projected **X2 user engagement.**
- Launched eReceipt, **achieving 97% activation** among eligible
users **in the first week.**
- **Scaled Privat24's design system** and contributed to the
new app visual language: unified reusable patterns across
15+ services → weeks faster delivery
- **Defined motion & micro-interaction concepts in Figma;**
shipped with motion team → **higher CTR & retention**
- **Ran UX hypotheses** (A/B, Maze, analytics, research)
→ **conversion uplift in offer activation**
- **Presented & defended decisions** to multi-business
stakeholders; balanced compliance/tech limits with UX
- **Mentored a designer → 3× fewer iterations;**
autonomous delivery of strategic work
- Introduced and ran **Demo Day → reduced duplicate design**
solutions by ~30%, raised overall team quality;
- **Optimized handoff standards → cut design-to-dev delivery**
time by ~15%

[LABA](#)

(SKVOT, ELVTR,
R_D, Vocabulaba)

PRODUCT DESIGNER

04.23 - 07.24

- **Led end-to-end LMS for 5+ brands;** built a multi-brand
design system → faster delivery & consistency
- **Improved accessibility** (dark theme, contrast/readability)
→ **fewer user complaints**, higher adoption of night mode
- Shipped features for students/teachers/methodologists;
designed market-specific landing pages
- **Added gamification & micro-animations → higher engagement**
- Competitor/tech research; **planned a 2-year design roadmap;**
product user-praised
- **Designed the mobile app** and laid the foundation for **cross-**
platform scalability

[PROTOTEAM](#)

UX UI

02.22 - 09.22

- Designed & launched **AdvancePay MVP**
→ **secured first investment round**
- Merged 3 products → 1 platform (**KMC Savills**)
→ **~35% faster task completion**
- Delivered responsive UIs, wireframes, prototypes;
close design-dev collaboration

[UNDERCAT](#)

UX UI

2020-2023

- Delivered dozens of websites, dashboards, landing pages
with consistent branding Turned research into intuitive flows &
responsive designs → **better conversion/retention**

[FREELANCE](#)

2019 - 2021

- **Completed 40+ projects** (e-commerce, landing, corporate)
with high client satisfaction

SKILLS

- Integrated AI-assisted workflows
- UX Research & Usability Testing
- Competitor & Market Research
- Web UI & Mobile (iOS HIG, Material Design, OKLCH, Perceptibility)
- Cross-platform Product Design
- Information Architecture
- Design Systems & Pattern Libraries
- Gamification & Engagement Design
- Motion & Micro-interaction Design
- Prototyping & UI Specifications
- UX Hypothesis Generation & Validation (A/B, Maze, Analytics)
- Stakeholder Management & Decision Defence
- Basic HTML & CSS

TOOLKIT

- Figma, FigJam
- Miro, Jira, Confluence
- Maze, Hotjar, GA
- Lottie
- Jitter
- AI tools: ChatGPT, Midjourney, Claude

LANGUAGES

- **English: Intermediate**
(working proficiency)