



Oleksandr Dudin

Product Designer | Education mentor

Product Designer with 3+ years of experience in fintech, e-commerce, and B2C platforms. I specialize in building scalable design systems, facilitating cross-functional collaboration, and aligning product strategy with user needs. My strength lies in system thinking, research-based decisions, and delivering value in complex environments — from mobile apps to full-stack platforms.

I also teach design on the PROJECTOR — Creative & Tech Online Institute, helping junior designers grow through practical guidance and critical thinking.

CONTACTS:

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LANGUAGES:

- Ukraine (Native)
- English (Intermediate)

SOFT SKILLS:

- Cross-team collaboration
- Critical & analytical thinking
- Problem-solving and solution pitching
- Mentoring and team support
- Empathy and user advocacy
- Adaptability & time management

HARD SKILLS:

- Figma, FigJam, Adobe CC
- Design systems, Material, HIG
- UX research, A/B testing, user interviews
- Google Analytics, Grafana, Maze
- Notion, Jira, Confluence, Miro
- Typography, layout, visual hierarchy
- Presentation, video editing
- Academic drawing (graphic tablet)
- AI tools (ChatGPT & co-creation)

EDUCATION & COURSES:

NAU (National Aviation University)
Faculty of Architecture & Design

Sep 2008 - Feb 2014

- Bachelor`s and Master`s degree in design interior & constructing

PROJECTOR — Creative & Tech Online Institute

- Mobile Apps Design
- Product Design
- UX Design. Basic

SKILL UP

- 2d Art (concept artist course)

EXPERIENCE:

Product designer

Epicentr Marketplace

Oct 2024 - present days

Redesigned and scaled key areas of a high-traffic e-commerce platform, focusing on usability, merchant operations, and team efficiency. Led the revamp of the merchant admin panel, improved workflows, and enhanced UX. Collaborated with business analysts, conducted research, and developed personas to guide feature design. Updated the main project landing page for better structure and conversion. Built a scalable UI system with documentation and aligned teams through internal workshops.

Result & impact: clearer merchant flows, improved product usability, and stronger design consistency across teams.

Product designer

IN9 Lifestyle App

Sep 2023 - Jul 2024

Designed a luxury lifestyle concierge app tailored for high-net-worth users. Helped define the brand and logo through stakeholder workshops, and conducted early research to shape the product vision. Designed key financial features and fully owned the Lifestyle service line — from concept to final UI. Supported the MVP launch, ensuring polished UX and consistency across core flows.

Result & impact: strong brand foundation, tailored premium experience, and successful MVP launch with distinct vertical ownership.

UI/UX Designer → Product Designer

Blackshield Capital

Jul 2019 – Aug 2023

Led design initiatives for a fintech company in investment management and personalized financial services. Redesigned the brand identity and developed a scalable design system. Designed a full-scale investment SaaS platform with a focus on usability and regulatory clarity. Supported SMM strategy with design assets, boosting engagement and client acquisition. Oversaw design efforts across adjacent teams and side projects.

Result & impact: improved brand recognition, increased product adoption, and enhanced operational design maturity across the company.

Web designer

Firelink

Jan 2019 - Jun 2019

Contributed to SEO-driven media projects by improving UI quality and optimizing workflows. Restructured the web design process and introduced modern tools, achieving 2x faster execution. Worked on the internal CRM to improve usability and support team operations. Designed SEO-optimized websites for global and local distributors, aligned with performance goals.

Result & impact: increased design output quality, faster delivery, and improved client acquisition outcomes.

Web Designer → Lead Designer

Kreston GCG

Jun 2016 - Nov 2018

Oversaw end-to-end design delivery across web, branding, and marketing projects for corporate clients. Built an internal design department from scratch, standardizing workflows and scaling creative output. Introduced a new approach to document and presentation design, improving clarity and professionalism in client communication.

Result & impact: increased lead generation by 1.5x and strengthened client relationships.

Web & Graphic Designer

SA-BO-NA

Aug 2014 - May 2016

Delivered web and print design solutions for small businesses and early-stage startups — including branding, marketing materials, and simple UI mockups. Improved production workflows by introducing new packaging constructions and switching to more efficient software, which reduced costs and sped up output.

Result & impact: faster design cycles and lower production costs across marketing and print deliverables.