Denys Davydov

Product designer | Barcelona, Spain | Remote

Systems-to-Simplicity Designer
I transform complex enterprise environments into elegant, measurable user experiences

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What I Do

I specialize in turning overwhelming complexity into intuitive simplicity. Whether it's NATO military systems, cryptocurrency platforms, or enterprise SaaS — I design solutions that perform under pressure and drive measurable business results.

My Superpower: Translating technical constraints into human-centered designs that reduce cognitive load while increasing performance.

Impact at a Glance

- **$1.8M+ additional revenue** through strategic UX redesigns
- **43% reduction** in development implementation time via design systems
- **92% reduction** in fatal accidents through AI-enhanced safety interfaces
- **99.7% uptime** achieved in mission-critical combat vehicle systems
- **22% sprint velocity improvement** through continuous discovery methods

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Experience

Product Designer & Owner | Andeki.tech *(Sept 2024 – Present)*

Embedded UX consultancy for enterprise SaaS platforms

The Challenge: Growth-stage companies (3-8 person teams) struggling to make complex data environments usable without dedicated UX expertise.

My Approach: Embedded consulting — integrating directly with their product teams to build UX capability from within.

Key Wins:

- Redesigned fintech predictive analytics dashboard → **15% faster user reaction time**
- Simplified complex SaaS tool interface → **13% higher task completion + 5% less clutter**
- Implemented design system → **8% fewer QA-related fixes**
- Led contextual inquiries and stakeholder mapping for data-driven optimization

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Senior Product Designer | NerdySoft *(Nov 2021 – Sept 2024)*

Leading design across enterprise client teams (15-20 developers, 3-5 PMs)

The Challenge: Multiple product teams across fintech, healthcare, and e-commerce need scalable design solutions.

My Systems Approach:

- Built enterprise design systems → **43% faster component implementation**
- Introduced continuous discovery → **22% sprint velocity improvement + 33% less design debt**
- Led white-labeling initiatives → **$1.8M+ additional revenue generated**
- Created company-wide design competency matrix → **28% improved hiring efficiency**

Lead UI/UX Designer | Hive OS *(Feb 2021 – Sept 2021)*

Cryptocurrency mining platform serving 200K+ global users

The Challenge: Performance optimization for a resource-intensive cryptocurrency management platform.

Performance-First Design:

- Created performance-optimized design system → **7% load time reduction**
- Enhanced system visibility through data-driven widgets architecture → **15% improvement**
- Established **WCAG 2.1 AA compliance** for accessibility

- Research-driven improvements → **32% design team efficiency increase**

Head of Design | Limpid Group *(Mar 2018 – Feb 2021)*

Defense & security technology - mission-critical systems for NATO

The Challenge: Design UX standards for military-grade platforms where failure means lives lost.

Mission-Critical Innovation:

- Developed UX standards for military platforms → **adopted by NATO**
- Designed AI-based surveillance system → **92% reduction in fatal accidents + 17% cost savings**
- Built 360-degree combat vehicle interface → **99.7% field test uptime**
- Implemented security-first design → **ISO 27001 compliance achieved**

Recognition & Awards

- **Innovate UK Smart 2021** – UX leadership in AI-driven digital platforms
- **Ukraine Innovation Awards 2020** – AI-driven security systems advancement
- **Best Startup Collaboration 2020** – Computer Vision safety monitoring system

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Core Competencies

Systems Thinking

- Enterprise design systems architecture
- Cross-functional team leadership (up to 20 people)
- DesignOps scaling and implementation

Research & Validation

- Continuous discovery and opportunity solution trees
- Mixed-methods research (quant + qualitative)
- A/B testing, analytics, and usability testing

Technical UX

- AI/ML interface design and HCI
- Mission-critical systems and data visualization
- Accessibility compliance (WCAG 2.2)

Tools: Figma, Framer, Sketch, Cursor, Hotjar, Mixpanel, PostHog, Notion, Miro

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Education & Certifications

- **IT & Data Security** | State University of Intellectual Technologies, Ukraine
- **Google UX Design Professional Certificate**
- **IDF Certified Designer**
- **Micro1 Senior Product Designer Certificate**

Thought Leadership

- **2024:** Kyiv UI/UX Community – "Design Sprints & Continuous Discovery"
- **2019:** NATO AVT STO EU Panel – "AR Technology & Information Architecture"
- **2018:** Dell Technology Forum – "AR Standardization for Military Platforms"

"I don't just design interfaces — I design systems that perform when it matters most."