

RUSLAN TSYTSIURA

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SENIOR PRODUCT DESIGNER

Strategic **Product Designer** with 11+ years specializing in the end-to-end design of complex, data-intensive Enterprise SaaS platforms and Mobile Applications. Proven ability to translate business objectives into impactful user experiences that drive adoption, retention, and revenue. Expert in bridging the gap between product strategy, technical execution, and user needs through Design Systems, AI integration, and cross-functional collaboration.

SKILLS

Strategic Impact & Product Thinking: Product Strategy, Data-Informed Design & A/B Testing, Cross-Functional Leadership, Stakeholder Management, Mentorship, Workshop Facilitation

Core Design Craft: End-to-End Product Design, Complex Enterprise SaaS Design, Interaction Design (IxD), UX Research & Usability Testing, Information Architecture, Design Systems

Tools & Technical Fluency: Figma (Expert), User Interviews, Journey Mapping, Prototyping, Agile/Scrum, Accessibility (WCAG)

PROFESSIONAL EXPERIENCE

Senior Product Designer | Wonder Devs | Krakow, Poland, Remote

Dec 2024 – Present

- Led end-to-end product design and launch of a HealthTech mobile app, driving growth to 340K+ users, 8K DAU, and a 4.7 App Store rating.
- Introduced an AI-powered Nutrition Assistant and designed the Weekly Report feature, increasing user retention by 27%.
- Redesigned and A/B tested the subscription flow, increasing annual plan adoption from 24% to 39% and significantly boosting recurring revenue.
- Increased DAU by 34% by conducting 60+ hours of discovery interviews with Product Managers from leading SaaS companies, making a data-informed decision to pivot the early-stage AI SaaS platform into a plugin.
- Designed and launched a crypto-based game, reaching 28,000+ total users and 1,400+ DAU with 0 paid marketing through organic sharing, and increased user retention by 18% by introducing a daily rewards system.

Senior Product Designer | Sift | San Francisco, USA, Remote

Nov 2021 – Nov 2024

- Designed enterprise B2B SaaS tools for fraud analysts and risk teams at Sift, a fraud prevention platform securing trillions of transactions for companies including McDonald's, Uber, Twitter, Airbnb, DoorDash, Twilio and Wayfair, running end-to-end design from customer interviews to prototypes and usability testing.
- Introduced user network visualizations, adopted by 19% of active customers in the first 6 months and helping analysts uncover fraudulent networks up to 60% faster.
- Updated automation setup workflows and improved analyst search and filtering, making rule configuration on average 45% faster and increasing query precision by 34% while reducing false positives in usability studies.
- Led migration of collaboration tools, cutting annual license costs by \$100,000 and reducing average design-to-engineering handoff time 3x.
- Built a design system in Storybook with Chromatic and contributed to the Sift Console 2.0 redesign, reducing duplicate components by 40%, adding automated visual regression checks, improving delivery speed across the product suite and lowering onboarding time for enterprise analyst teams by 25% in pilot rollouts.

Founding Product Designer | Turbota | Kyiv, Ukraine, Remote

Mar 2022 – May 2022

- Designed and launched Turbota, a non-profit iOS app that went from idea to fully functioning MVP in just 5 weeks, connecting volunteers with people in need during the full-scale invasion of Ukraine in 2022
- Enabled more than 6,000 requests for help to be fulfilled through a complete volunteer coordination flow from request creation to matching
- Reached over 32,000 users and maintained a 4.8 App Store rating

Senior Product Designer | Follow Agency | Brisbane, Australia, Remote

Apr 2018 – Oct 2021

- Designed web and mobile products for clients across Broadband, SaaS, Solar-tech, Food-tech and Non-Profit sectors, delivering scalable UX flows and responsive UI systems for early-stage startups and growing digital platforms.
- Improved design collaboration and delivery speed by helping the team adopt modern design tools and workflows across distributed projects.
- Delivered end-to-end design solutions for CRM dashboards, e-commerce sites and service platforms while collaborating remotely with international development and stakeholder teams.

Senior Product Designer | empat | Kyiv, Ukraine, Hybrid

Jan 2021 – Sep 2021

- Led product design for a powerbank rental mobile application, scaling it to 210,000+ downloads, 120,000 active users and 6,500+ charging stations, expanding from launch in the UAE to 80+ cities across Europe and Ukraine.
- Redesigned rental pricing flows and payment experience, increasing average transaction value by 35% and improving checkout conversion by 17% through clearer pricing tiers and Apple Pay / Google Pay support.
- Designed and built a social learning platform for an EdTech company behind a Guinness World Record-setting entrepreneurial conference, owning UX architecture, UI systems, content structure and end-to-end product logic in close collaboration with engineers and stakeholders.

Senior Product Designer | SMP | Munich, Germany, Remote

Sep 2019 – Nov 2020

- Designed the world's first AI-driven olfactory experience by combining scent personalization, machine learning and connected hardware, ahead of mainstream generative AI adoption.
- Built the full end-to-end UX for mobile control of fragrance blending, automation and real-time scent delivery, defining interaction patterns for a novel hardware category.
- Shaped product positioning and experience by conducting user and market research and directing visual style in collaboration with industrial designers to align physical, digital and brand touchpoints.

Product Designer | Upwork | Kyiv, Ukraine, Remote

Dec 2015 – Sep 2019

- Designed mobile apps, SaaS tools, e-commerce platforms and responsive websites for clients across the US, UK, Germany, Canada, UAE, Australia, Ukraine and New Zealand, delivering user-centered solutions across diverse industries and business models.
- Shipped production-ready designs independently and within remote teams under tight timelines, building long-term client relationships through consistent quality, adaptability and strategic input.

UI/UX Designer | Sense Production | Kyiv, Ukraine, On-site

Jul 2016 – Dec 2016

- Gained early experience designing for scale and performance, delivering measurable business impact through conversion-focused design decisions.
- Designed for some of Ukraine's largest e-commerce platforms and marketplaces, creating wireframes, prototypes and UI for data-heavy, conversion-optimized user flows.

EDUCATION

Bachelor's Degree of Technology in Computer Science (Software Development and Graphic Design)
KROK University | Kyiv, Ukraine