ROMAN ZHAKOV

Product designer based in Kyiv

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EXPERIENCE

Product Designer — AI-Driven i-Gaming Platform
Feb 2026 – Present

@Velitech

- Designing an i-gaming platform where the entire 12-person team uses AI across all workflows—no Figma, everything built and iterated directly in code.
- Created UI components using OpenSpec and set up a design system with Storybook, including documentation, changelogs, and GitLab sync. Migrated legacy elements into structured, reusable components.
- Autonomous flat team with no management—everyone contributes to product decisions, prioritization, and refinement.

Product Designer — Gamification Product Suite
Sep 2024 – Feb 2026

@Velitech

Designed 4 gamification products (Loyalty Program, Tournaments, Daily Retention System, Booster)—owning core logic, back-office configuration, UI system, and embeddable widgets.
- The biggest challenge was back-office UX: configuration surfaces were massive, and I focused on making them usable for operators without sacrificing flexibility.
- Collaborated with other product teams on interconnected features and co-developed a cross-team design system for back-offices.
- Wrote an onboarding document to help new designers and teammates get up to speed on system conventions.
- Autonomous flat team (2 FE, 2 BE, 2 QA, 1 designer)—everyone involved in product decisions and feature prioritization.

Product Designer — Fantasy Sport Platform
May 2022 – Sep 2024

@Velitech

Led design for an all-in-one fantasy sport platform (Web + Webview apps). Team: 2 FE, 2 BE, 2 QA, 2 designers.
- Restructured the design process by introducing UX Research and Lo-Fi Wireframes as standard stages.
- Built a design system from scratch with a component checklist and development roadmap.
- Designed and shipped 4 fantasy sport games, a notifications system, and updated existing products.
- Ran a UX audit across key product areas—identified and fixed usability issues.
- Gamified the interface across core touchpoints: side menu, headers, banners, sign-up, settings, and dashboard.
- Redesigned all email templates via Befree, created an Email UI kit, and updated AppStore and Google Play visuals.
- Hired and led another product designer, handling task planning and design reviews.

Freelance UX/UI Designer
2024 – 2026

@Skillzrun

Parallel freelance engagement alongside main role at Velitech.
- Ran a UX audit and introduced a unified UI kit and color palette to bring visual consistency to a white-label LMS platform used by schools and course creators across Ukraine.
- Redesigned the mobile app, back-office, and landing pages.
- Helped with media banners and marketing assets.

UX/UI Designer
Sep 2024 – Feb 2026

@Ano Digital (Anoda)

- Worked directly with EU and American clients on mobile app and website design.
- Spent a month embedded full-time improving an American social media platform's UI and UX flows.
- Created all design artifacts: information architecture maps, mood boards, wireframes, and high-fidelity mockups.
- Built a Behance case studies.

UX/UI Designer Jun 2020 – Sep 2021

@Self-employed / Freelance

- Solo designer in an agile Kanban team of 8 developers, owning end-to-end design across multiple projects.
- Designed mobile and desktop interfaces from zero to launch, plus full branding packages (brand books, style guides, corporate identity).
- Created personas, user flows, and information architecture.

SKILLS

UX Audits, AI-First Design Systems, Basic Code Knowledge (HTML/CSS), Design Systems, Prototyping, Wireframing, User Research, Brainstorm Facilitation

Figma, Storybook, Token Studio, OpenSpec, Claude Code, Jira, Photoshop

LANGUAGES

English — Upper Intermediate
Ukrainian — Native

EDUCATION

Project Management and Consulting (Master's degree) 2022 - 2023

@ Kyiv National Economic University

Management of Business Organizations (Bachelor's degree) 2018 - 2022

@ Kyiv National Economic University

COURSES & CERTIFICATIONS

Measuring UX and Impact of Design — @Projector Institute 2024
Make Design Systems People Want to Use — @Design System University 2024
Classic Scrum Master Certification — @Agile Lean House 2023
Designing for Complex UI — @Projector Institute 2023