

Oleksii Koval

Design Team Lead | Senior Product Designer

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Contacts

[Telegram >>](#)

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Portfolio

By accessing my portfolio, you agree to keep the materials confidential and not disclose them to third parties.

[Design Cases >>](#)

Skills

Focus

- Web, SaaS, B2B

Principles

- Human-Centered Design
- Design Thinking
- WCAG

Design & Development

- CX/UX/UI
- IA, Taxonomy
- Design Systems
- HTML/CSS

Research

- User/Market/Domain
- Interviews
- Usability Tests
- Data Mining

Tools

- Figma, Sketch, Amplitude, LogRocket, Mixpanel, Maze

Professional Summary

About

I have over 9 years of experience in creating digital products and 4 years as a team lead and design team manager. I focus on business needs within the frameworks of HCD and Design Thinking. I concentrate on solutions which impact can be measured. I propose hypotheses along with a testing plan.

I am deadline-oriented, with a focus on strategic and tactical PLCM planning. I establish transparent communication relationships among design process participants, fostering product development synergy. I've received 100% positive feedback from clients and colleagues I have worked with.

Achievements

- Optimized the conversion funnel from 17.1% to 43.8%, with subsequent growth in MAU (2024)
- Helped in the product expansion from North American to South American countries with subsequent acquisition of usage rights by a state competitor (2023)
- Built an effective design team, growing from 2 to 7 members and advancing from junior to strong mid-level proficiency within just six months (2022).
- Achieved an AVG CSAT score of 96% by contributing to seven different products over two years while working at a service company (2021).
- Optimized ToT by 44% for HR teams in performance management (2020)
- Won a hackathon with a SaaS B2C product (2019)

Work Experience

Senior Product Designer at Frostbite.ai (Jun 2024 – Nov 2024)

Email Outreach, SaaS, B2B

- **Project Leadership and Client Engagement.** Spearheaded the MVP interface overhaul, enhancing usability and accessibility through user-centric design principles.
- **Design Innovation and Strategy.** Improved operational efficiency by reducing average session duration from over 18 minutes to under 13 minutes, and time on task for campaign creation from nearly 16 minutes to under 8 minutes, employing AI-enhanced design concepts.
- **Research and Analysis.** Executed comprehensive design system audits and iterative testing, aligning product functionality tightly with user needs and increasing MAU by 185% and DAU by 184%.
- **Cross-Functional Collaboration.** Led workshops and review sessions to maintain design integrity and development alignment, significantly boosting conversion rates by 68% through strategic improvements in contact mapping and micro-conversion automation.
- **Feedback Implementation.** Engaged with the user community to gather feedback, using insights to drive feature enhancements and increase total onboarded users by 116%.

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Certifications

Measuring UX and Impact of Design

Projector

Issued Dec 2023

[Credential >>](#)

Leading Teams

University of Michigan

Issued Aug 2022

[Credential >>](#)

Inspiring and Motivating Individuals

University of Michigan

Issued Jul 2022

[Credential >>](#)

Managing Employee Performance

University of Minnesota

Issued Feb 2021

[Credential >>](#)

Feedback

Feel free to explore my 40+ testimonials from valued customers, and teammates by following the link to my LinkedIn.

[Testimonials >>](#)

Full Work Experience

For a comprehensive view of my professional experience, please follow the link below.

[My website >>](#)

Languages

English – B2/C1

Ukrainian – Native

Work Experience

Design Team Lead at DashDevs (Apr 2022 – May 2023)

Location Tracking, SaaS, B2B

- **Team Development.** Grew design team from 2 to 7, onboarding 5 new members to commercial projects.
- **Optimization of Candidate Screening.** Enhanced the screening process, resulting in a higher rate of successful hires.
- **Mentoring and Quality Control.** Improved product CSAT scores to 72–88, and NPS scores to 8–9.
- **Client Interaction and Project Management.** Enhanced client interactions and managed projects effectively, boosting productivity by ~25%. This resulted in securing 5 new and 2 returning projects within a span of 10 months, demonstrating strong client trust and satisfaction.
- **Design Process Optimization.** Streamlined processes, reducing project kickoff time by 22% and increased team satisfaction by 34%.

Lead Product Designer at AltexSoft (Jan 2020 – Dec 2022)

Fintech, Freight Forwarding, SaaS, B2B

- **Project Leadership and Client Engagement.** Delivered over 7 SaaS, B2B products with a AVG 96% CSAT score.
- **Research and Analysis.** Executed user research and data-driven analysis, increasing user engagement.
- **Design Methodology.** Implemented varied design methodologies, enhancing UI efficiency and accessibility.
- **Hypothesis Testing.** Conducted usability evaluations, driving data-driven product strategies.

Senior Product Designer at ValorSoftware (Aug 2018 – Jan 2020)

Performance Management, SaaS, B2B

- **Project Leadership and Client Engagement.** Led a three-person design team, focusing on Performance Management Tool within the HRMS domain.
- **Strategic Design and Research.** Conducted market research, enhancing client retention and product features.
- **User Experience and Interface Design.** Improved Information Architecture, achieving high CSAT, SUS, and NPS scores.

Education

Kharkiv National Pedagogical University named after H.S. Skovoroda

Master of Arts (MA) in Graphic Design, Graduated with Honors

Issued May 2012