MYROSLAV KOVTUN

Senior UX/UI Designer

PROFILE SUMMARY

Senior UX/UI Designer with over ten years of experience transforming complex business challenges into scalable digital products. I combine expertise in UX, product development, research, strong design craft and pixel-perfect approach.

I have a proven record of delivering measurable impact across B2C & B2B businesses. From building design systems that cut long-term development costs to helping of e-com store owners to increase revenue by providing an AI-focused flow.

Looking for a senior IC role to maintain product ownership and lead systemic improvements. I would like to focus on scaling design ecosystems and solving architectural challenges.

WORK EXPERIENCE

Senior UX/UI Designer • Gelato ASA

2021 – Feb 2026, Print-on-demand, B2C & B2B

Product & business impact:

- Re-architected Procurement & Inventory module from a supplier marketplace concept that had collapsed in practice into centralized, partner-controlled software with AI-driven stock recommendations — cutting partner overstock by ~60%.
- Extended the system into live warehouse mapping and a stripped-down mobile interface for warehouse staff, reducing data entry errors.
- Led design for the Embroidery product line and regional availability engine, contributing to a 15% increase in merchant GMV.
- Designed a centralized Communication Center for ticket tracking and file-sharing automation, improving CS team productivity.
- Redesigned the core merchant onboarding flow saving 100+ hours of manual labor monthly.
- Spearheaded the no-code interface for complex order data imports cutting 2 weeks of initial onboarding time for partners.

Design system:

- Built Gelato's design system — researched component/token hierarchies at Google, Atlassian, IBM, Shopify, and Onfido; adopted shadcn as the base logic and aligned Figma variables to code tokens.
- Became the team's go-to person for component decisions; unified design language across B2C, B2B, and Mobile, cutting inconsistencies and design-to-dev handoff time.
- Introduced design system compliance reviews to maintain consistency across production releases.

Discovery input:

- Piloted Jira Product Discovery tool adoption to pull customer feedback into one place instead of scattered across tools.
- Ran workshops with cross-functional teams to check user stories against that feedback before committing to them.

Senior UX/UI Designer • Innovecs

2019 – 2021, Outsourcing, multiple client accounts

Key projects & outcomes:

- CentoPortal (Centogene): Redesigned a genetic testing platform's ordering flow — handling hundreds of configuration paths for physicians and clinical researchers without overwhelming them. Acted as direct client contact, presenting concepts during in-person client visits.
- Malam Payroll: Refactored an HR platform's UX and added new capabilities; built a cohesive design system for a consistent experience across users and developers.
- 365Pronto: Improved UX for a service-matching marketplace — native Android/iOS mobile UIs plus adaptive web layouts.
- Funimalz: Developed the initial concept and UX architecture for a social casino mobile game, working closely with the art team.

CONTACT

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SKILLS

Design & prototyping:

- AI-assisted prototyping, visual design, low & high-fidelity prototyping, responsive design.

Discovery & research:

- User interviews, A/B testing, competitive analysis, journey mapping.

Design systems & operations:

- Contribution, architecture, documentation, cross-functional handoff.

Product strategy & collaboration:

- Stakeholder management, cross-functional alignment, mentorship, design audits.

TOOLS

Design & prototyping:

- Figma Suite, Protopie, LottieFiles, Adobe Suite, Affinity.

Discovery:

- Amplitude, Hotjar, UserTesting, Looker.

Design systems:

- Storybook, Tokens Studio, Zeroheight.

Management:

- Jira, Confluence, FigJam, Product Discovery.

AI TOOLS

Design & prototyping:

- Figma Make, Claude Design, Cursor, v0.

Discovery:

- Claude, Gemini, NotebookLM, Maze.

EDUCATION

Nielsen Norman Group (NN/g):

- Interaction design, evidence-based UX research, and design strategy.

Autonomous professional mastery:

- 10+ years. Self-directed study in Human-Computer Interaction (HCI), visual design, behavioral psychology, design operations.

WORK HISTORY

Senior UX/UI Designer
Gelato • 2021-2026

Senior UX/UI Designer
Innovecs • 2019-2021

Senior UX/UI Designer
Sport Labs Group • 2016-2018

UX/UI Designer, Graphic Designer
Fironet • 2015-2016

Web and UX/UI Designer, Graphic Designer
PJSC “Bank National Credit” • 2013-2015