

Vladyslav (Vlad) Marchenko

Product Designer

Winnipeg, MB · Relocating to Toronto, ON · Hybrid, remote or on-site

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llblurryface7.github.io/portfolio

SUMMARY

Product Designer with 5 years of experience designing complex B2B SaaS and enterprise products for US clients. Specialize in multi-role platforms, data-heavy workflows and AI-powered features, from information architecture and user flows to design systems and high-fidelity prototypes. Own product decisions end to end, work directly with clients, PMs and engineers, and use AI tools to prototype and validate logic before development.

EXPERIENCE

Product Designer, Lazarev

Remote · Feb 2025 – Present

- Own end-to-end product design for an enterprise SaaS platform for hospitality, from the design system to logic-complete prototypes. Agree MVP scope and priorities directly with the client.
- Designed the core matching and case-handling logic and the AI-assisted features, shipped with the engineering team.
- Designed AI-powered search for Kettering Health, a US hospital system, live in production: 6 query intents with their own result order, a widget scoring model that surfaces the best match, natural-language booking and safe fallback states for personal health queries.
- Redesigned the Priority Tire e-commerce store for mobile and desktop: tire search and finder, catalog filters, product comparison and checkout with installer, mobile and home delivery. Many of the redesigned sections are live on the store.
- Build logic-complete prototypes covering all roles and states with Claude Code, so engineers can try the logic before development. Automate Figma tasks with Plugin API scripts.
- Put on the team lead track; wrote the test task and requirements for a new designer hire.

UI/UX Designer, Uitop

Remote · Feb 2023 – Feb 2025

- Led the redesign of TotalBrokerage, a large-scale Florida real estate brokerage platform, across hundreds of screens, including transaction management and internal communication.
- Redesigned Repair Dispatch, insurance software for hail-damage repairs, as the only designer, from market research to new task management and communication features.
- Designed the MVP of a gym management system using user research, personas and user flows.
- Created a design system and brand identity for a talent development tool, including onboarding and analytics.

UI/UX Designer, Vektor

Remote · Part-time · Sep 2022 – Mar 2024

- Designed the web app of a trucking management system (TMS) and the mobile app for drivers.
- Designed setup flows for key entities (trucks, trailers, drivers), entity profiles, billing and plans, and data visualizations for operational decisions.

Graphic Designer, SellerChamp

Remote · Part-time · Jan 2022 – Feb 2024

- Created marketing visuals, illustrations and website assets for a multi-channel e-commerce listing SaaS, and improved UX on the company website.

Freelance Designer

Remote · 2021 – 2022

- Designed websites, product sites and digital materials for small businesses.

SIDE PROJECTS

- Game Radar: Electron and Node.js app that turns game store deals into scheduled Telegram posts, with a human review step before publishing. Designed and built solo with Claude Code; 111 posts published.

SKILLS

- Product design: UX design, UI design, interaction design, information architecture, user flows, wireframing, prototyping, design systems, UX copy, cross-functional collaboration
- Research: user research, user interviews, usability testing, search query analysis, journey mapping, competitive and market research
- AI: AI features and AI search design, AI-assisted prototyping, Claude, Claude Code, ChatGPT, Gemini, Figma Plugin API scripting, Figma MCP
- Domains: B2B SaaS, enterprise software, multi-role platforms, dashboards and data visualization, e-commerce, healthcare, logistics, real estate, hospitality
- Tools: Figma, FigJam, Miro, ProtoPie, Notion, Adobe Creative Suite

EDUCATION

Bachelor of Arts in Social Welfare, National Pedagogical Dragomanov University

Kyiv, Ukraine · 2018 – 2022

COURSES

- AI for Productivity, Beetroot Academy, 2025
- Mobile Interfaces Advanced, Projector Institute, 2024
- UX Design, Projector Institute, 2024
- UI/UX Design, Beetroot Academy, 2022

LANGUAGES

English: Advanced · Ukrainian: Native · French: Beginner (currently learning)