

Vladyslav Nepochatov

Senior Product Designer

Poland, Wroclaw (Remote) · vladnepoch@gmail.com · +48 690 891 705 · dribbble.com/Nepochatov · linkedin.com/in/vladyslav-nepochatov

PROFILE

Senior Product Designer and Creative Developer with 10+ years of experience partnering with product and engineering teams to translate complex business goals into clear, impactful user experiences. Skilled storyteller and conceptor with a strong command of user-centered design, interaction design, information architecture, and usability testing. Experienced delivering for US and European clients across fintech, edtech, enterprise SaaS, and e-commerce — from early-stage startups to scaled products. Fluent in AI-augmented design workflows and front-end development. Based in Wroclaw, Poland. Open to new opportunities.

EXPERIENCE

ClassOwl

2026 — Present

Design Generalist

EdTech startup developing a school management platform for Swiss educational institutions. Sole designer working directly with founders.

- Translated ambiguous business goals into clear product concepts through storytelling and conceptual modelling.
- Led end-to-end design: user research, information architecture, interaction design, and high-fidelity UI.
- Ran usability testing sessions and iterated rapidly in a lean startup environment.
- Established and maintained the product design system in Figma to enable faster, consistent delivery.

Ciklum — Multi-Asset Digital Wallet (FinTech)

04/2025 — 03/2026

Product Designer

End-to-end design of a next-generation multi-asset digital wallet bridging traditional stock trading with crypto.

- Led discovery and user research, identifying friction in complex financial workflows.
- Delivered high-fidelity mobile interfaces for portfolio management and secure transactions.
- Leveraged AI tools (Midjourney, ChatGPT) to accelerate UI iteration and data visualization design.
- Managed design handoff and conducted Design QA with engineering teams.
- Built a scalable design system of 30+ components, cutting design-to-dev handoff time by ~25–40%.

Ciklum — Audit Communication Platform (B2B SaaS)

03/2025 — 04/2025

Product Designer

Designed software for a consulting firm to improve communication between auditors and clients.

- Delivered wireframes, prototypes, and high-fidelity UI for complex B2B workflows.
- Maintained and extended the project's design system.
- Collaborated closely with developers to ensure accurate implementation.

Ciklum — Pharmacy Benefit Management Platform

01/2025 — 02/2025

Product Designer

Improving efficiency and UX for a pharmacy benefit management service.

- Conducted UX research to identify user needs and drive clinical workflow optimisation.
- Delivered early design concepts and prototypes aligned with domain expert requirements.

Ciklum — Code Conflict Management Tool (Enterprise PaaS)

01/2025 — 02/2025

Product UI Designer

Designed a code merge conflict management tool for a no-code enterprise PaaS platform.

- Designed intuitive UI for a complex developer tooling workflow.
- Delivered high-fidelity designs and partnered with developers to ensure pixel-accurate implementation.

Ciklum — Employee Benefits & Perks Platform (B2B)

11/2024 — 12/2024

Product Designer

Strategic integration of two employee benefit platforms into a unified B2B ecosystem.

- Led the full discovery phase: UX research, surveys, CJM mapping, and ~10 moderated user interviews that clarified core audience needs.
- Conceptualised and presented the unified product vision, aligning cross-functional stakeholders.
- Defined AI-driven personalisation concepts to surface relevant benefit offers based on user behaviour.
- Mapped unified user journeys aimed at reducing HR admin overhead and improving benefit utilization.

Life Will Win

2024

Creative Developer (Volunteer)

Volunteer project raising awareness and donations for the Ukrainian Armed Forces (ZSU). Built solo end-to-end.

- Designed and developed an interactive 3D isometric mini-game where a vehicle delivers supplies — built with Spline 3D.
- Engineered a unique donation flow embedded within the game experience, growing donations by 28%.
- Won CSSWINNER Site of the Day 2024.

Brightgrove Ltd.

2018 — 2024

Senior UX/UI Designer

Global IT services company. Mentored junior designers and led design for US and European clients in an Agile environment.

RealPlus

2020 — 2024

Product Designer

NYC real estate SaaS platform (USA). End-to-end UX/UI for property search, listings, and agent workflows.

- Owned information architecture and interaction design for complex property management flows.
- Ran moderated usability testing and user interviews with US-based realtors, validated against Hotjar behavioural analytics.
- Delivered design system components, ensuring visual consistency across web and mobile.

Giving Place

2021

UI/UX Designer

Platform for optimizing charitable giving (USA). Focused on simplifying complex donation workflows.

- Translated nonprofit business goals into intuitive end-to-end user journeys.
- Ran concept testing sessions that validated product direction with target users.

Koobe

2020

UI/UX Designer

Beauty booking service (Ukraine). Mobile-first UX for service discovery and appointment scheduling.

- Delivered booking flows, stylist profiles, and notification patterns for iOS and Android.

Fleature

2020

UI/UX Designer

Logistics platform for a German transport company. B2B dashboard design.

- Designed complex data-heavy dashboards, prioritising clarity and usability for logistics operators.
- Crafted iconography and UI animation to improve wayfinding and user feedback.

Quoka.de

2018 — 2020

UI/UX Designer

Major German e-commerce and classifieds platform. UX/UI redesign of internal moderation tooling and core listing flows.

- Redesigned the internal moderation admin tool, speeding up listing review and content moderation by ~60%.
- Restructured a complex listing-category hierarchy, making it far easier for moderators to navigate and manage.

- Partnered with German stakeholders and engineering teams in an Agile workflow.

Pangnote

2017 — 2018

Co-Founder & Creative Developer

B2B marketplace for IP address trading, hosting resellers, and data center operators.

- Co-founded the startup and owned all product design and front-end development.
- Designed complex trading flows and dashboards for a technical audience of hosting and network professionals.

DCXV

2014 — 2016

UI/UX Designer & Front-end Developer

Data centre services company (Lithuania). Designed and built client-facing websites and server management dashboards.

- Designed control panel UIs for server and infrastructure management — complex, data-dense B2B interfaces.
- Handled front-end development alongside design, delivering full end-to-end solutions.

SKILLS & TOOLS

Product Design	UI Design, UX Design, Prototyping, Deep Functional Prototyping, Design Systems, Visual Design, Information Architecture, Responsive Design, UI Animation, User Research, AI-Augmented Design, Generative UI
Tools	Figma, FigJam, Miro, Adobe XD, Sketch, ProtoPie, Spline, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Procreate, Zeplin, Midjourney, Hotjar
AI & Research	Claude (Design, Code, Prompt Engineering), Open Design, Google Labs, ChatGPT, Midjourney, Unmoderated Usability Testing (Hotjar), User Interviews
Development	HTML/CSS, JavaScript, Visual Studio Code, Sublime Text
Languages	English — C1 · Ukrainian — C2 · Russian — C2

EDUCATION & CERTIFICATIONS

Kharkiv National University of Radioelectronics Master's, Computer Sciences & Electronic Multimedia	2012 — 2018
Google UX Design Specialization Coursera	2024
Usability Testing with Hotjar Coursera	2024
Basic JavaScript Spalah IT School	2016

AWARDS

CSSWINNER — Site of the Day "Life Will Win" project	2024
Brightgrove Hackathon — Winner Internal company hackathon	2023
ADC.UA — "Battle of Robots" Winner Ukrainian design competition	2016