

Andrii Romanov
Kyiv, Ukraine

Product Designer / Design Lead
7+ years of experience · B2B / B2C · Mobile / Web / Desktop

About

I independently manage the full UX/UI cycle, from research and hypotheses to launch and ongoing support. I combine hands-on Product Design with leadership, design systems, and DesignOps. I work across SaaS, HealthTech, FinTech, E-commerce, and Web3; my technical background helps align design decisions with development.

Portfolio [Linkedin](#) [Telegram](#) andrii.romanovvv@gmail.com

Experience

Aug 2025 - Present

Design Lead

[basa.solutions](#) · Full-time · Remote

Lead Product Design for key projects, including SocialTap: Discovery, UX architecture, UI, handoff, and Design QA. Supervise the project designer; when needed, cover for the Team Lead and review the work of 2-3 designers.

Run Discovery/demo projects for presales; align scope, estimates, and risks with the CEO, PM, and development team. After work on SocialTap began, the client commissioned another 4-5 projects from the agency.

Introduced AI-assisted Wireframing: the team estimates a 60-80% reduction in wireframing time. The design team uses this approach on at least 3 commercial projects.

Over approximately 6 months of mentoring on SocialTap, helped a Junior Product Designer progress to a Mid-level Product Designer role and receive a promotion.

Develop SaaS design service packages: scope of work, deliverables, pricing, and processes for Sales, Estimation, and Delivery. Created a standard Figma file template adopted across the agency.

Apr 2025 - Aug 2025
5 mo.

Senior Product Designer

[basa.solutions](#) · Part-time · Remote

Independently led the design of Web / Desktop products, from Discovery and MVP prioritization to handoff. At one stage, worked on two products in parallel and coordinated the design of a third through a Junior Designer.

Introduced ShadCN UI as a shared component foundation for Hi-Fi wireframes and UI, replacing the practice of building libraries from scratch. Used Atomize on selected projects.

Structured the design process around HADI and initiated Discovery/demo projects for presales. On SellerGenius, the client accepted the deliverables without revisions at handover and recommended the agency.

Mar 2023 - Apr 2025
2 yr. 2 mo.

Lead Product Designer

[Ucare](#) · Full-time · Remote

Led the design of a HealthTech app from idea to MVP: patient and psychologist roles, booking, video sessions, chats, and payments. The Ucare service as a whole delivered 30k+ consultations.

Reduced onboarding from 30+ to 14-15 screens. Built a design process covering hypothesis validation, MVP definition, backlog prioritization, and post-launch metrics analysis.

Aligned requirements from the CEO, marketing, developers, and psychologists. Mentored a junior marketing designer and handed over creative production.

Created Brand Identity, investor presentations, animated creatives, and a Framer landing page. The company secured \$500k+ in grants and approximately \$250k in investment.

Apr 2023 - Aug 2023
5 mo.

Middle UI Designer
QClay Design · Freelance · Remote

Created Dribbble concepts and responsive website UI for Crypto, FinTech, and AI projects based on provided wireframes. Defined the visual style, prepared UI kits and prototypes, and handed off designs to the studio team. Project design cycle: 1-3 weeks.

Aug 2022 - Mar 2023
8 mo.

Middle UI Designer
Repin Agency · Part-time · Remote

Designed UI for multi-role SaaS platforms, FinTech / E-commerce / Architecture websites, and FoodTech apps. Worked on 2-3 projects in parallel; design cycle: 1-3 weeks.

Created responsive layouts, UI kits, prototypes, and Brand Identity; prepared Behance cases for my projects. Aligned requirements with CEO and PM.

Apr 2022 - Jul 2022
4 mo.

Middle UI Designer
dreambit.io · Freelance · Remote

Designed UI for iOS / Android apps and promotional landing pages, following Apple HIG and Material Design for mobile interfaces. Created UI kits, proposed targeted UX improvements, and produced animations for demos and App Store / Google Play materials. Coordinated design with the CEO.

Sep 2021 - Mar 2022
7 mo.

Middle UI Designer
Devlight · Full-time · Remote

Maintained and updated Fishka (OKKO) UI under a UX designer's direction; the app has millions of downloads. Added approved components to its existing design system and performed Design QA.

Refined Moneyveo, Brocard, and Fishka visuals for Devlight's portfolio; created case studies and designed their pages on the company site.

More experience

Jan 2021 - Sep 2021
9 mo.

Middle Product Designer
EQ · Part-time · Hybrid

Mar 2020 - May 2021
1 yr. 3 mo.

Junior UI Designer
dreambit.io · Freelance · Remote

Aug 2020 - Oct 2020
3 mo.

Junior UI Designer
MobiMill · Part-time · Hybrid

Apr 2020 - Sep 2020
6 mo.

Junior UI Designer
13DIGITAL PRO · Freelance · Remote

Feb 2019 - Dec 2020
1 yr. 11 mo.

Junior UI Designer
Freelancehunt · Freelance · Remote

Competencies

Discovery / MVP · UX Research · JTBD / CJM · IA / User Flows · UI / Prototyping · Design Systems · Accessibility · HADI / DesignOps · Leadership / Mentoring · Stakeholder Management · Handoff / QA · AI-assisted Design

Tools

Figma; FigJam; Notion; Framer; ChatGPT; v0; Lovable; Figma Make; Relume; Google Sheets; Google Analytics; Hotjar; Loom; Jitter; After Effects; Lottie; HTML (basic); CSS (basic)