Valentyn Panasiuk

Product Designer

Berlin, Germany · Full work authorization in Germany

vlnt.pns@gmail.com · dsgnrfhmn.github.io · github.com/dsgnrfhmn · linkedin.com/in/valentyn-panasiuk-630398115

PROFESSIONAL SUMMARY

Product Designer with 7+ years in B2B SaaS, CRMs and mobile apps, most of it at senior level. I take a feature from research and hypothesis to high-fidelity design, usability testing and A/B tests, and I measure what shipped: satisfaction from 4.2 to 7.3, engagement up 35%, a support-agent flow 25% faster.

Since 2024 I have been on the other side of the products I used to design: I built and run my own segmented network and a self-hosted AI-agent environment, and I prototype with Claude Code. I now design technical tools as someone who configures, debugs and operates them every day.

EXPERIENCE

Independent projects · Product Designer

Dec 2024 – Present · Berlin, Germany

Deliberate period to build hands-on depth in infrastructure and developer tooling, the domain I now design for. All outputs are public on GitHub.

- Designed and published dis-system, a framework-free design system in vanilla CSS (Figma, Penpot), built and maintained with Claude Code.
- Designed and shipped arta, a dashboard for running an artist's practice: residencies, grants, portfolio, sold-work records. Built on dis-system; the design system is wired into the developer agent as a git repo.
- Built Wort, a German-learning tool I use daily: a terminal translator that grew into a web app with a word list, per-word scores and exercises. Self-hosted on a Raspberry Pi.
- Built and run a segmented network on Proxmox: OPNsense (routing, firewall, DHCP/DNS), VyOS (VLAN switching), five VLANs over an 802.1Q trunk, default-deny policy. Troubleshooting cases documented as symptom → root cause → fix → verification.
- Set up an isolated multi-agent AI environment on the same stack: a VM per agent, scoped git access, read-only keys where possible.

Senior Graphic Designer · SupportYourApp

Nov 2023 – Aug 2024 · Part-time · Remote

Illustration and a separate visual language for each of several internal products: blog, social media, 2D and 3D content.

Senior UX/UI Designer · Sendios

Feb 2023 – Nov 2023 · Remote

B2B multi-channel communication platform (email, push, in-app). Worked with the PM, Head of Product and the development team.

- Ran a UX audit of the whole product; its findings set the redesign backlog for the year.
- Interviewed 16 B2B clients; built empathy maps, journey maps and personas, turned them into hypotheses and tested them before shipping.
- Redesigned user segmentation and campaign creation, the two core flows.
- Built the design system in Figma and aligned it with the developers' component library.
- User satisfaction rose from 4.2 to 7.3 out of 10 (in-product survey, before/after).

Senior UX Designer · Intellias

Sep 2021 – Aug 2022 · Kyiv, Ukraine

Product design for enterprise clients, alongside the Lead Designer, UX Researcher and Head of Product.

- Set up usability testing as a regular step in the delivery process and ran UX workshops with client product teams.
- Took part in user interviews and discovery for client products.

Product Designer · BetterMe

Jan 2020 – Jul 2021 · Kyiv, Ukraine

Health & fitness apps. Designed core features: calorie tracker, main dashboard, meal plans.

- Built hypotheses from research, prioritised them with PMs and analysts, designed, tested with users, then A/B tested before rollout.
- Worked in Agile sprints with iOS developers, QA, product managers and analysts; used analytics to decide what to improve next.
- Ran usability tests online and in person.
- Calorie-tracker engagement up 35% after redesign (A/B test); the feature is tied to subscription retention.

UX/UI Designer · Develux

Oct 2018 – Oct 2019 · Kyiv, Ukraine

Web platform for essay writing with three user roles: writer, client, support agent.

- Ran research, interviews and usability tests across all three roles.
- Designed a Flutter app for iOS and Android with one consistent interface per role; built and maintained the design system.
- Support agents processed requests 25% faster after the interface redesign.

UI/UX Designer · Essentia One

Oct 2017 – Oct 2018

Cross-platform blockchain product for Android, iOS, web and desktop.

- Led a team of three designers; worked directly with the co-founders.
- Set up usability testing with ~100 crypto enthusiasts via Telegram.
- The product launched via ICO and raised funding.

Lead Designer · Scientecraft

Oct 2016 – Oct 2017 · Lutsk, Ukraine

Led two designers and an illustrator on client web products, CRMs and landing pages; earlier built templates for Envato. The design department's revenue covered three months of staff salaries during the company's reorganisation.

Freelance Illustrator

Jun 2015 – Jul 2016

Product and storyboard illustration for publishers and designers.

SKILLS

Design: product design for B2B SaaS and mobile, design systems, high-fidelity prototyping, information architecture, accessibility

Research: user interviews, usability testing, A/B tests, journey mapping, personas, working with analytics to measure impact

Tools: Figma, Penpot, FigJam, Sketch, Protopie, Framer, Adobe Illustrator/Photoshop; Maze, UserTesting, Hotjar, Amplitude

Technical: HTML/CSS, Git, Linux, Proxmox, OPNsense, networking (VLANs, firewall, DHCP/DNS); comfortable reading code and configs

AI in process: Claude Code for coded prototypes and building my own tools; Claude/OpenAI for research synthesis; Midjourney for visual exploration

Collaboration: Jira, Confluence, Notion, Miro

EDUCATION & LANGUAGES

UX Research Course, Projector School · *2019*

Specialist Diploma, Fine Arts, A. Erdeli College of Arts · *2011 – 2015*

Ukrainian: Native · Russian: C2 · English: C1 · German: B1 (*B2 course in progress, exam planned Feb 2027*)