

Product Design

End-to-end UX for SaaS
AI products on Web
Mobile and IoT



 Spain

Vsevolod Parypa

Sr. Product Designer

B2B SaaS | Enterprise UX | AI-Driven Product Design

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TECHNICAL SKILLS

→ Operating Systems

macOS, iOS, Windows, Android

→ Platforms & Environments

SaaS Platforms, Enterprise
Software, Web & Mobile (iOS,
Android), HMI

→ AI Design & Prototyping

Figma, Sketch, Adobe CC, Miro,
Pencil, Anthropic Claude, Cursor,
Vercel V0, Lovable, ChatGPT,
Storybook, DSM, React - Material
UI (MUI)

→ Dev & UX Tech

Front-end (CSS/HTML, React),
Progressive Web Apps (PWA), UX
Process Modeling (BPMN)

→ Analytics

Google Analytics, Hotjar,
Generative AI (Claude, Firefly,
Midjourney, Jasper, DALL·E, LLMs,
ChatGPT)

→ Area of Specialization

Data-driven Product Design
Digital Product MVP & SaaS
AI-driven Industrial Identification
Progressive Web App. (PWAs)
Cross-platform UX
AI-powered UX
CX/UX Design

→ Technical & Collaboration

Component-driven (React)
Design-to-dev handoff
Performance-focused UX

→ Languages

Ukrainian (Native), English (C1),
Orcish (C2), Spanish (A2)

EXPERIENCE

ONIRO

Sep 2024 – Apr 2026

Position:

Product Head

Industries & Domain:

AI-Driven Rental Matching | SaaS

EXADEL

Dec 2020 – Sep 2024

Position:

Lead Product Designer

Industries & Domain:

SaaS, AI-driven Industrial identification and labeling systems,
Cloud-based software platform

Responsibilities:

- UX design – Research related to Usability
- I've worked with teams, managers, and executives rethinking how to ideate, plan, and deliver the right UX solution
- Progressive Web Application, High-Fidelity design
- Design System and AI Integration Development

Environment and tools:

- Scrum
- BPMN
- Full-stack UI/UX tools, Claude, V0, AI-Based Solutions

PROFESSIONAL EXPERIENCE

Scelex

Dec 2018 – Nov 2020

Position:

Design Lead

Industries & Domain:

Software Development, AI Search Engine

Responsibilities:

- Overseeing the user experience of company products, including Adaptive Websites, Web, and Mobile flows, with a focus on UX and achieving high conversion rates.
- Utilizing design processes and methodologies to improve business outcomes by facilitating UI/UX development, fostering effective communication, and optimizing overall team performance
- Initiated usability idea generation and UX solutions through in-depth and collaborative group discussions

Environment and tools:

Scrum, iMac, PWA, UX/CX – Prototyping, WCAG, HTML/CSS, MUI, Figma, Sketch, InVision, DSM, BPMN, XMind, Adobe CC, Jira, Miro, Confluence

CASTLE Technical Command & Control

Apr 2017 – Dec 2018

Position:

Principal Product Designer

Industries & Domain:

Software Development, e-Commerce

Responsibilities:

- Collaborating with customers, developers, and business analysts
- Developing Web and Mobile apps. Conducting product and UX research, including competitive analysis and task analysis
- Enhancing business through the application of design processes and methodologies, facilitating development, communication, team building, and overall team performance improvement

Environment and tools:

Scrum, iMac, Sketch, InVision, Sketch Cloud, Adobe Creative Cloud, Wacom, Google spreadsheets, XMind, Jira, Trello

Quartile One

Dec 2015 – Apr 2017

Position:

Sr. UX Designer

Industries & Domain:

Software Development – ERP

Responsibilities:

- Developed adaptive and responsive designs, wireframes, and interactive prototypes
- Implemented a responsive design solution, incorporating mobile and tablet versions
- Collaborated with stakeholders and development teams within a Scrum development process

Environment and tools:

Design thinking, Scrum, iMac, Figma, InVision, Sketch cloud, Adobe Creative Cloud, Google spreadsheets, Jira, Confluence, XMind

EDUCATION & CERTIFICATIONS

EDUCATION

1996 – 2001

UA Lviv National Academy of Arts

Faculty of Design. Applied Art & Design
Red Diploma – Masters with honors

2014 – 2015

Lviv Business School

Product Development Strategies
Executive Education Program

CERTIFICATIONS

Jun 2023

Advanced (C1)

Exadel, Inc. English Proficiency Assessment

Mar 2023

Designing an Accessible User Experience

Centene University Certificate of Excellence

Feb 2023

Accessibility Fundamentals – Disabilities, Guidelines, and Laws

Centene University Certificate

Sr. Digital Product Designer

I help SaaS grow fast ⚡

Human-centric UX Incl. PWAs
B2B SaaS | Enterprise UX | AI-Driven Product Design

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