

# Vladyslav Ovod

Product Designer (UI/UX) — B2B platforms, Design Systems, Data-informed design

Eindhoven, NL · Open to: Remote / Hybrid / Onsite / Relocation · English: C1

Portfolio: [ovod.design/work](https://ovod.design/work) · Website: [ovod.design](https://ovod.design) · [LinkedIn](#) · [ovod.design@gmail.com](mailto:ovod.design@gmail.com)

## SUMMARY

Product Designer / UI/UX Designer with 5+ years of experience (≈3.5 years in corporate roles in the Netherlands + freelance). Strong in end-to-end product work (discovery → delivery), design systems, and building alignment across Design–Product–Engineering. Experienced with measurable outcomes (e.g., speed-up, success rate; some results under NDA) and experimentation (A/B testing). Also contributes through process building, mentoring, and quality — including onboarding/validation for other designers and invited university lecturing.

## CORE STRENGTHS

- End-to-end product design: problem framing → flows/IA → prototyping → UI → handoff → iteration
- Design Systems: tokens/variables, components, documentation, scaling consistency
- Cross-functional collaboration: design–PM–engineering, stakeholder alignment, trade-offs
- Research & analysis: turning insights into hypotheses and product opportunities
- Data-informed decisions: A/B tests, before/after metrics (where available)
- B2B / complex systems: platform builders, multiple personas, edge cases & states

## EXPERIENCE

**Product Designer / UI/UX Designer** · Pluxbox

Hilversum, Netherlands · Aug 2025 – Present

### Scope

- Worked on a multi-functional B2B platform with automation capabilities, covering both UX (flows, scenarios, states) and UI (clear hierarchy, responsive behavior).
- Partnered closely with Product and Engineering to define solutions, explain rationale, and support delivery.

### Selected outcomes

- Improved key product/process metrics such as task success rate and workflow speed (exact numbers under NDA; can be shared verbally during interviews).
- Ran / contributed to A/B tests and incorporated results into iterations.

### Key projects

- **Design System overhaul (anchor case)**
  - Built/rebuilt a design system from scratch: color system, typography, component library with implementation guidance.
  - Integrated design system with developer workflows: migrated library into Storybook; published via Chromatic.
  - Drove adoption and consistency across the product; collaborated with developers on final integration.
- **Platform flows redesign (2 persona problem)**
  - Designed and documented user flows and user stories for core product journeys.
  - Identified and addressed two key personas with different needs (technical vs non-technical users) and adapted UX patterns accordingly.
  - Captured before/after indicators (e.g., retention / internal speed-up) where permitted.

### Tools

Figma (components, auto-layout, variables/tokens) · Storybook · Chromatic · Amplitude · Jira · Notion

## UI/UX Designer · Webkracht

Tilburg, Netherlands · Jun 2023 – Apr 2025

- Delivered UX/UI for client products in a corporate setting, collaborating with PM and engineering teams.
- Worked on end-to-end design: from problem framing and flows to final UI and handoff.
- Contributed to cross-functional alignment and design–dev collaboration across project cycles.

## Freelance UI/UX Designer · Independent

Remote · Feb 2021 – Jun 2023

- Shipped UI/UX projects end-to-end — from problem definition to final delivery and iteration.
- Worked across domains: e-commerce, SaaS, mobile applications, and branding.

## LEADERSHIP & TEACHING

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- Mentored / supervised a second designer: design validation, handoff quality, feedback routines (feedback days).
- Set up and improved team design process: handoff rituals, review cycles, collaboration with developers.
- Invited university lecturer — topics: Figma fundamentals, typography, colour systems, designing your first mobile app, beginner guides and useful resources.

## SKILLS

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### Product & UX

- Discovery & problem framing (hypotheses, constraints, trade-offs)
- User flows / journeys, IA, scenarios, states & edge cases
- Prototyping (lo-fi → hi-fi) for validation and alignment
- Usability testing / interviews / synthesis
- Data-informed iteration: experiments (A/B), before/after measurement

### UI & Design Systems

- Visual hierarchy, typography, layout systems
- Design systems: components, tokens/variables, documentation, scaling consistency
- Cross-platform / responsive design; mobile patterns

### Collaboration

- Stakeholder management, communication in a product triad
- Handoff to engineering, supporting implementation
- Mentoring and quality reviews

### Tools

- Design: Figma (Auto Layout, Components, Variables/Tokens)
- Dev workflow: Storybook, Chromatic
- Motion / animation: After Effects, Principle, Protopie, Jitter
- Analytics: Amplitude, Mixpanel, Google Analytics
- Task tracking: Jira, Linear
- Documentation: Notion, Confluence, Google Docs

## EDUCATION

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**Bachelor of ICT & Media Design** · Fontys University of Applied Sciences · Eindhoven, Netherlands · 2025

**High School Diploma** · Kyiv Business Lyceum · Business Administration and Management, General