Andrii Naichuk

Senior UX Designer | Product Designer

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Experience

Product Designer - fiskaly (Vienna, Austria)   March 2023 — Present

Driving end-to-end UX strategy and design for next-gen digital products, with a focus on fintech, B2B, SaaS, and mobile.
- Solely led UX strategy and execution, crafting user journeys and interfaces across web and mobile solutions with over € 21 M ARR
- Optimised information architecture, improving navigation efficiency, boosting engagement and reducing error rates by up to 41.6%
- Established and maintained design system, enhancing consistency, accelerated design and FE engineering progress by up to 25%
- Delivered high-fidelity prototypes and did usability testing for faster rollouts and improvements in task success rates up to 60%
- Collaborated with frontend developers, ensuring pixel-perfect implementation and adherence to UX best practices
- Introduced UX research and workshops aligning user needs with business goals
- Implemented agile UX workflows, integrating feedback loops, A/B testing, and performance analytics into the design lifecycle
- Developed internal cross-team tooling, reducing time of contract management and billing processes by up to 63%

Co-Founder, Product Designer - MorninMate (Vienna, Austria)   July 2024 — July 2025

A consumer-based mobile application with a main focal point on innovative alarm system designed to help people reclaim their mornings, combat sleep inertia, and kickstart their day with meaningful activities.
- Owning the entire process of UX research, UI visual design, prototyping, branding, and design direction from 0 to 1
- Executed end-to-end product design, web front-end engineering, product infrastructure setup, and administration
- Collaborated closely with the team on product management, engineering, roadmapping, strategy, and marketing

Senior UX Designer, Design Lead - Halliburton (Houston, Texas, U.S.)   October 2021 — March 2023

Handled UX design for enterprise-level, high-load systems in the Oil & Gas sector (#2 worldwide, $23B ARR), improving user experience and applications efficiency.
- Designed and optimised complex, high-load enterprise platforms, streamlining workflows and increasing operational efficiency in mission-critical environments, resulting in up to 18% increase of product adoption
- Created and iterated on low- and high-fidelity prototypes, accelerating the design validation process by up to 30% and significantly reducing development rework
- Conducted in-depth UX research and concept testing, driving data-informed design decisions that improved usability testing outcomes and boosted stakeholder approval
- Owned UI design execution and design system governance for visual consistency and scalability, integrating 100+ components
- Collaborated closely with product managers, QA team, and engineers, aligning business goals with user needs to deliver robust, impactful, user-centred solutions

UI-UX Designer - TWNTY Digital GmbH (Leipzig, Germany)   April 2021 — October 2021

Contributed to a range of impactful design initiatives across healthcare, B2B, B2C, energy, and mobile sectors, delivering user-centred digital solutions.
- Conducted end-to-end UX research and UI design for web and mobile, translating user insights into intuitive, high-impact interfaces
- Managed complex web projects, improving functionality, accessibility, and user satisfaction across scalable CMS-based platforms, leading to an increase in traffic and sign-ups by up to 68%
- Delivered scalable complex websites, ensuring long-term maintainability, and led internal training workshops, mentoring sessions

Education

- Udemy - Complete React Developer Course, 2025
- CS50 Harvard - Web Programming with Python and JS, 2022
- Google Career Certificates - Foundations of UX Design, 2021
- California Institute of the Arts - UI-UX Specialisation, 2020
- Udemy - UX Fundamentals Course, 2020
- Kyiv-Mohyla Academy University - Master's Degree (Law) 2017

Skills & Expertise

UX Research, Interviews, Testing, Validation, Heuristic Analysis, Usability, Product Thinking, UX Strategy, Information Architecture, Flows Mapping, Documentation, UX Copywriting, Wireframing, Prototyping, Adaptive and Responsive Design, HIG, MDG, UI Design, Visual Design, Design Systems, Atomic Design, Web Design, Graphic Design, API Design, Agile, Web Development

Tool Stack

Figma, Adobe Suite, Rive, Blender, Maze, Hotjar, Clarity, GA, Miro, Notion, Jira, HTML, CSS, JS, TS, Tailwind, React, NEXT.js, VS Code, GitHub, Webflow, WordPress, GCP, Firebase, Postman, Cursor, Copilot, Perplexity, ChatGPT

Languages

English (fluent, C1)   German (pre-intermediate, A2)   Russian (native, C2)   Ukrainian (native, C2)