

Dmytro Yatsenko

Design Team Lead

Senior Product Designer · UX/CRO

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PROFESSIONAL PROFILE

Design Team Lead and Senior Product Designer with 10+ years of experience across e-commerce, fintech, SaaS, dashboards and AI-assisted products. I combine UX research, analytics and CRO to simplify complex products and improve business metrics. I design user-tested solutions and prepare clean, developer-ready interfaces.

KEY IMPACT

- Improved a premium e-bike funnel: +10% homepage-to-product-page progression, +32% product-page-to-checkout progression, and 2.1x more completed checkout order goals.
- Increased B2B AI contact-form conversion by 27% by clarifying value messaging and improving form UX.
- Increased furniture order-form conversion by 22% by simplifying the ordering flow.
- Worked on UI/UX for 32 brands, including 22 e-commerce brands across multiple industries.

CORE SKILLS

- Product design: UX strategy, user flows, information architecture, wireframing, prototyping, UI, design systems and developer handoff.
- Research & CRO: UX audits, heuristic evaluation, usability testing, Google Analytics, A/B testing, funnel analysis and user-behavior analysis.
- Product domains: B2B SaaS, fintech, dashboards, e-commerce, AI-assisted products, environmental-management systems and complex enterprise workflows.
- Collaboration: design leadership, stakeholder alignment, presales support, workshops, acceptance criteria, QA support and AI-assisted design workflows.

SELECTED PROJECTS

- E-commerce & CRO: premium e-bike brand, Tabletki.ua, Eldorado, RD.lv, Foxtrot, Book-Ye and Construct Corner. Focus: checkout, order flow, product pages and conversion growth.
- Fintech: CountUp, Finconsult, Moneyveo and an AI concept for shared household finances.
- SaaS, B2B & AI: Altruous, ValuesTree, BrightSpace, OnTrack and Scentarium. Focus: onboarding, dashboards, roles, permissions and complex workflows.
- Enterprise UX: analytics dashboards, filtering systems, reporting, access control and investigation workflows.

PROFESSIONAL EXPERIENCE

KeenEthics | Design Team Lead / Senior UX Designer | 2022 - Present

- Led UX/UI work on SaaS, fintech, IoT and analytics products - from discovery to developer handoff.
- Simplified complex scenarios: roles and permissions, reporting, onboarding, filtering and data-heavy workflows.
- Supported presales by turning client requirements into product structures, user flows and clickable prototypes.
- Created production-ready layouts, specifications and design-system components for engineering teams.

Welltech | Growth Product Manager / CRO | 2022

- Led the CRO process from hypothesis generation and UX/UI design to development coordination and A/B testing.
- Turned analytics and funnel problems into design experiments with measurable outcomes.

Promodo | UX/UI/CRO Specialist | 2018 - 2021

- Worked on high-traffic e-commerce, fintech and service products, including checkout, order flow and landing pages.
- Conducted UX audits using heuristic evaluation, analytics, Baymard research and industry practices.
- Turned audit findings into CRO hypotheses and redesign concepts.
- Reduced friction in forms, product pages and checkout scenarios.

Foxtrot & Moneyveo | UX/UI Designer | 2013 - 2018

- Designed e-commerce flows, loyalty programs, landing pages and mobile fintech experiences.
- Created wireframes, UI layouts and interactive prototypes, then supported implementation.

LEADERSHIP & COMMUNITY

- IxDF Country Manager in Ukraine: support local leaders and help grow the Ukrainian design community.
- Organize UX meetups, workshops and professional knowledge sharing.

CERTIFICATIONS

- AI for Designers - Interaction Design Foundation, 2024
- Start the UX Design Process: Empathize, Define, and Ideate - Coursera, 2021
- Foundations of User Experience (UX) Design - Coursera, 2021
- Google Analytics for Power Users - Google, 2020
- Advanced Google Analytics - Google, 2018

LANGUAGES & LINKS

- Languages: Ukrainian - native / bilingual; English - Advanced (C1).
- Portfolio · [LinkedIn](#) · [Behance](#) · [YouTube](#): Design. Productivity. Lifestyle. · [IXDF](#)