

SERHII PALIICHUK CV

Senior Product Designer & UI/UX Architect

20+ years experience

Email: hello@paliichuk.io
Mobile: [+34 678 612 554](tel:+34678612554)
Portfolio: paliichuk.io
LinkedIn: [Profile](#)

PROFESSIONAL SUMMARY

Senior Product Designer with 20+ years of experience transforming complex, data-heavy business challenges into intuitive, scalable B2B and enterprise solutions. Combines deep, hands-on UI/UX execution mastery with **COO-level strategic clarity** and an understanding of product administration, engineering collaboration, and financial drivers. Proven track record in launching critical modular software, high-volume platforms, and elevating design standards for global brands. Seeking a senior role to leverage system thinking & design leadership.

CORE EXPERTISE & VALUE PROPOSITION

The advantage of 20 years in 3 unique domains of complexity.

ENTERPRISE SAAS & FINTECH SYSTEMS

H.B. Fuller (Flip Neo) UX/UI architecture for a global industrial pricing suite. Architected a premium UI/UX enterprise suite compliant with rigorous Swiss banking standards. Translated dense financial data, multi-tier permissions, and complex reward logic into intuitive, highly secure dashboards and document management systems.

iLoy Suite End-to-end design of a complex modular CRM and Loyalty Management solution

Architected a premium enterprise UI/UX suite compliant with Swiss banking standards. Translated sensitive financial data, multi-tier permissions, and complex reward logic into intuitive, secure dashboards and document management systems.

Mashroo3i Designed and administered the scalable digital infrastructure to manage 1,200+ youth entrepreneur applications for a national competition - streamlined complex review process for judges, mentors, and administrators.

HIGH-SCALE PLATFORM DESIGN

GetaFreelancer.com UI/UX design for a leading global freelance platform (now Freelancer.com). Architected early-stage marketplace user flows, complex bidding systems, and cross-border payment interfaces to support massive daily transaction volumes and a rapidly scaling international user base.

ATTN.LIVE Platform for live streaming, smart contracts NFTs, and monetization. Directed the UX/UI for a cutting-edge digital ecosystem. Successfully translated the "invisible" and highly complex mechanics of Web3, blockchain, and smart contracts into an accessible, intuitive interface for everyday content creators.

Bahrain Award for Entrepreneurship National contest platform design and workflow administration. Engineered the end-to-end platform architecture, including complex backend submission logic and a secure, multi-tiered judging portal, ensuring a flawless, government-standard digital experience.

Strategic Visual Identity & Stakeholder Management

BRNDVENTURE Led design strategy and operational oversight as Co-founder / COO. Directed the R&D and complete product lifecycle for global design projects. Bridged the gap between high-level business strategy and hands-on UI/UX execution, aligning teams to deliver premium solutions.

Political Campaign Design UI/UX design for Herman Cain 2012 US presidential campaign website. Architected the digital presence and user experience for a tier-one political campaign. Designed high-conversion donation funnels, voter engagement portals, and scalable content hubs capable of withstanding massive, unpredictable traffic spikes.

Celebrity Brand Identity

Brand identity design for Trent Dilfer, Super Bowl-winning QB, and Mariel Hemingway, actress / writer / activist. Executed end-to-end visual architecture and digital platforms for globally recognized public figures. Translated complex personal brands that drove user engagement.

PROFESSIONAL EXPERIENCE

Note: Due to a continuous freelance and agency consulting model (BRNDVENTURE), dates for many older projects overlap. These roles represent the most significant, client-facing commitments.

Senior Customer Experience Consultant | H.B. FULLER | Lüneburg, Germany | 2026

- Leading the UX/UI modernization and digital evolution of Flip Neo, a complex industrial pricing suite.
- Translating intricate industrial chemical pricing logic into a streamlined, SSO-integrated digital ecosystem.
- Transforming heavy technical debt into a robust design standard, ensuring the platform's usability matches the organization's multi-billion dollar market leadership.

Lead UI/UX Designer | iLoy Loyalty Group | Lugano, Switzerland | August 2021 – March 2024

- Led the complete UI/UX design for the iLoy Suite, a multi-modular B2B software solution (CRM, Campaigns, Reporting).
- **Result:** Established a robust design system to manage hundreds of unique views and complex data flows, ensuring platform scalability and usability for enterprise clients.

Senior Product Designer | ATTN.LIVE | San Francisco, USA | July 2018 – 2025

- Driving the UX/UI for a podcasting and monetization platform, integrating complex features like live streaming, distribution automation, and NFT minting.

COO, Co-Founder, UI/UX Designer | BRNDVENTURE | Seattle, USA | March 2017 – Present

- Provide strategic design direction and operational oversight for a full-service branding agency.
- Successfully manage R&D collaboration and administration for global design projects.
- **Insight:** This continuous role of simultaneous nature for many client projects listed in the Core Expertise section.

LICENSES & CERTIFICATIONS

Google UX Design Professional Certificate (Issued: Jul 2024)

- Completed seven comprehensive, practice-based courses covering the full design process: empathizing, defining pain points, ideating solutions, wireframing, prototyping, and testing.
- **Key Skills Covered:** UX Research, Wireframing, Prototyping (Figma), Experience Design, Accessibility, and Design for Social Good.

Visual Elements of User Interface Design (California Institute of the Arts, Issued: Sep 2022)

- Focused training in core visual principles, including **typography, iconography, color theory, and layout**. This strengthens the visual foundation needed to create polished, high-fidelity UI for complex UX architecture.

EDUCATION

MASTER OF APPLIED LINGUISTICS (Summa Cum Laude) | Volyn State University, Lutsk, Ukraine (2003)

BACHELOR OF PHILOLOGY (Summa Cum Laude) | Volyn State University, Lutsk, Ukraine (2002)

PROFICIENCY & LANGUAGE

LANGUAGES: Ukrainian (Native), Russian (Fluent), English (Fluent), German (Basic), Polish (Basic)

SKILLS: Design Systems, Prototyping, Usability Testing, Information Architecture, B2B/SaaS Workflow Design, Stakeholder Management, Creative Problem Solving

TOOLS & TECHNOLOGIES

Design & Architecture Figma, FigJam, Adobe CS, Miro, Design Tokens

AI & Automation Claude, Figma Make (Figma AI), Stich, v0 (Vercel), Relume

User Research & Data Maze, Google Analytics, Hotjar, Dovetail

Engineering Alignment Figma Dev Mode, HTML, CSS, JavaScript, Cursor

Project Management Jira, Confluence, Trello, Slack