Serhii Paliichuk CV

Senior Product Designer
B2B FinTech & Complex Systems

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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.

PROFESSIONAL EXPERIENCE

Note: The following covers only the past decade of my career, highlighting my most significant, client-facing commitments. Due to a continuous freelance and agency consulting model (BRNDVENTURE), dates for some projects overlap.

Senior Product Designer | H.B. FULLER Lüneburg, Germany | Jan - Jun 2026

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

Lead UI/UX Designer | iLoy Group Lugano, Switzerland | Aug 2021 – Mar 2024

- Led complete UI/UX design for the iLoy Suite, a multi-modular B2B software solution (CRM, Campaigns, Reporting).
- 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 | Jul 2018 – Jun 2025

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

Senior Product Designer | ESAIYO INC Denver, USA | Apr 2019 - Sep 2021

- Led the UX/UI design, information architecture for a complex object storytelling and digital asset platform.
- Translated fragmented, multi-chain Web3 metadata and historical provenance into a streamlined, human-readable ledger and relationship graph.
- Transformed disparate physical and digital asset structures into a unified, mobile-ready design system, equipping the team for Series A fundraising utilizing comprehensive user research, high-fidelity prototyping.

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

- Provided strategic design direction and operational oversight for a full-service branding agency.
- Successfully managed R&D collaboration and administration for global design projects.

CORE EXPERTISE & VALUE PROPOSITION | *The advantage of 20 years in 3 unique domains of complexity.*

I ENTERPRISE SAAS & FINTECH SYSTEMS

Flip Neo | H.B. Fuller | Germany

- Led the UX/UI architectural redesign of a complex enterprise pricing suite, consolidating a fragmented 9-step quotation workflow into a trustworthy, 3-column UI that eliminated screen-juggling, reduced time-to-quote for over 1,000 daily users.
- Translated heavy data density, intricate pricing logic, and multi-tier permission models into a streamlined, SSO-integrated digital ecosystem, handling complex dependencies and edge cases with clear, actionable UI.
- Designed responsive, mobile-first flows that successfully translated dense B2B financial data into intuitive touch interactions, ensuring complex quotation information remained readable and usable despite limited screen space.

Ality Suite | iLoy Group | Switzerland

- Architected the end-to-end web experiences for a modular FinTech software suite (CRM, Campaigns, Reporting), translating sensitive financial data and complex reward logic into secure, intuitive dashboards, Swiss banking standards.
- Redesigned the platform's complex onboarding architecture, replacing a heavy, multi-state entry point with a streamlined, wizard-based registration flow that successfully boosted completion rates by over 25%.
- Established a mathematically sound, tokenized design system that mapped directly to the engineering team's React codebase, effectively cutting front-end UI bugs in half and reducing overall QA time by almost 30%.

Mashroo3i | Tamkeen | Bahrain

- Designed, administered scalable digital infrastructure to manage 1,200+ youth entrepreneur national contest applications;
- Streamlined complex review process for judges, mentors, and administrators.

II 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.

III VISUAL IDENTITY & STAKEHOLDER MGMT

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.

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

ACADEMIC 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