

# Radion Petrenko

## Senior UI/UX Designer

Lisbon, Portugal · Open to relocation

[radionpetrenkodesign@gmail.com](mailto:radionpetrenkodesign@gmail.com) · +351 931 784 533 · [linkedin.com/in/radion-petrenko-design](https://www.linkedin.com/in/radion-petrenko-design) · Portfolio: [radion.site](https://radion.site) ·

Telegram: [@svg.wav](https://t.me/svgwav)

### SUMMARY

---

Senior UI/UX Designer with 9+ years crafting intuitive, accessible, high-converting interfaces, including 7 years at one of the world's first online banking ecosystems (21M+ users, 157+ services). Focused on user-centered design, precise visual craft, and rigorous usability research through continuous JTBD interviews. Expert in building and governing scalable design systems and delivering WCAG 2.1 AA compliant interfaces across Web, iOS (HIG), and Android (Material). A classical fine-arts foundation underpins my approach to typography, visual hierarchy, and UI aesthetics.

### CAREER HIGHLIGHTS

---

- **Design system & accessibility:** Built and governed a cross-platform UI library (Sketch → Figma): 100+ components and 2,000+ variants on design tokens, compliant with WCAG 2.1 AA, iOS HIG, and Material Design, ensuring visual consistency and faster developer handoff across 157+ services.
- **UX craft & usability:** Directed the interaction design and user flows for a massive-scale gamification feature, using continuous JTBD interviews and usability testing to onboard 3M users in 7 weeks.
- **Conversion-driven redesign:** Consolidated 21 disparate loan landing pages into a single, intuitive application flow, reducing cognitive load and improving task-success and completion rates.

### CORE SKILLS & METHODOLOGIES

---

**UX Research & Discovery:** User-Centered Design (UCD), Heuristic Evaluation, Usability Testing, Customer Journey Mapping, JTBD interviews, Information Architecture (OOUX), User Flows.

**UI Design & Craft:** Interaction Design, High-Fidelity Prototyping, Typography, Visual Hierarchy, Responsive Web Design, Mobile Patterns (iOS HIG / Material), Micro-interactions (After Effects).

**Design Systems & Accessibility:** Figma (Tokens, Auto Layout, Variables), Sketch, Component Libraries, Design Tokens, Governance, WCAG 2.1 AA (contrast, keyboard navigation, screen readers), Developer Handoff.

### PROFESSIONAL EXPERIENCE

---

#### Senior Product Designer / UX Architect · SMISS Ltd

Feb 2024 – Mar 2026 · B2B modular white-label SaaS for enterprise clients (project details under NDA)

- Built a scalable white-label design system on design tokens, enabling enterprise clients to instantly apply custom branding and UI themes.
- Modeled complex workflows into clear, role-based interfaces using Object-Oriented UX (OOUX).
- Designed a visual drag-and-drop workflow builder, translating complex internal automation into an intuitive UI.

#### Senior UI/UX Designer · PrivatBank (Privat24)

2020 – 2024 · One of the world's first online banks (since 2001) · 21M+ users, 157+ services

- Engineered and governed a universal cross-platform design system in Figma: standardized 100+ components and 2,000+ variants on design tokens, compliant with WCAG 2.1 AA, Apple's iOS HIG, and Google's Material Design.
- Directed the interaction design and user flows for a Mastercard-sponsored gamification feature, running continuous JTBD interviews and usability tests that helped onboard 3M users in 7 weeks.
- Designed high-fidelity prototypes and UI specifications for complex transactional services (incl. WealthTech securities / government bonds), streamlining developer handoff across Web, iOS, and Android.

#### UI/UX Designer (Design System & Core Web Redesign) · PrivatBank (Privat24)

2017 – 2020

- Led the ground-up UI redesign of the legacy Privat24 web platform across 19+ service modules, introducing responsive grid systems and a scalable OOUX information architecture still in use today.

- Audited and consolidated 21 disparate loan landing pages into a single intuitive application interface, reducing cognitive load and improving completion and task-success rates.

## **UI/UX Designer · Digital Agency / Freelance**

2015 – 2017

- Designed e-commerce platforms and SEO-optimized landing pages for B2B/B2C clients: responsive design, visual hierarchy, and foundational user-centered design.

## **EDUCATION**

---

- **Master's in Business / Managerial Economics**, Dnipro University of Technology (2017–2018)
- **Bachelor's in Economics**, Dnipro University of Technology (2012–2016)
- **UX Architecture, Information Architecture & Design Systems**, Hillel IT School (2014–2015)
- **UX & UI Design**, Design Academy "Level UP" (2013–2014)
- **Diploma in Fine Arts** (Visual Arts, Color Theory & Composition, Easel Painting), Academy of Art (2001–2008)

## **PROFESSIONAL DEVELOPMENT**

---

- **Visual Thinking & Narrative**, SKVOT (2020)
- **Visual Communication & Composition**, Bang Bang Education (2017–2019)

## **LANGUAGES**

---

English: Conversational | Ukrainian: Native | Russian: Native