

Radion Petrenko

Senior Product Designer

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SUMMARY

Senior Product Designer and UX Architect with 9+ years of experience, 7 of them in fintech, designing complex ecosystems (21M+ users, 157+ services) and scalable design systems. I align user needs with business metrics (ROI, retention, conversion) through data-informed discovery and Object-Oriented UX (OOUX). As a former founder of a physical-product business (hands-on with P&L and unit economics), I weigh design decisions against real commercial impact. Flagship result: a Mastercard-sponsored gamification engine that onboarded 3M users in 7 weeks and lifted core transaction activity by 25%.

CAREER HIGHLIGHTS

- **Growth by design:** Architected the UX for a Mastercard-sponsored gamification engine for a 21M+ user base: 3M users onboarded in 7 weeks and a 25% lift in transaction activity, delivered through OOUX across 3 teams and 3 platforms.
- **Design systems at scale:** Built and governed a cross-platform design system (Sketch to Figma): 100+ components and 2,000+ variants on design tokens, WCAG 2.1 AA / iOS HIG, accelerating developer handoff and time-to-market across 157+ services.
- **Ecosystem unification:** Led the ground-up redesign of the legacy Privat24 web platform (19+ service modules) into a single OOUX information architecture still serving 21M+ users, including consolidating 21 fragmented auto-lending landing pages into one flow.

CORE COMPETENCIES & TOOLS

- **Product Strategy & Discovery:** Product Thinking, Product Discovery, JTBD, Problem Framing, Hypothesis-Driven Design, Service Blueprinting, Customer Journey Mapping, Prioritization Frameworks, ROI-driven Design.
- **Data-Informed Design:** A/B Testing, Experimentation, Funnel & Cohort Analysis, Conversion Optimization (CRO), Retention & Feature-Adoption tracking; interpreting product-analytics reports (Amplitude / GA4 / Firebase) from dedicated analytics teams; JTBD user interviews.
- **Architecture & Systems:** End-to-End Product Design, Information Architecture, Object-Oriented UX (OOUX), Scalable Design Systems, Design Tokens, Cross-Platform Architecture (Web / iOS / Android).
- **Tools & Collaboration:** Figma, Sketch, FigJam, After Effects | Stakeholder Management, Cross-functional Leadership, Developer Handoff, Mentoring, Design Reviews.
- **AI-Assisted Workflow:** Claude (research, structure, iteration speed), Figma MCP, AI image/media generation (Weavy, Krea, Luma AI, Google AI Studio).

PROFESSIONAL EXPERIENCE

Senior Product Designer | SMISS Ltd

Feb 2024 – Present | B2B modular white-label SaaS for enterprise clients (project details under NDA)

- Architected a scalable white-label design system built on design tokens, enabling enterprise B2B clients to instantly apply their own branding and UI themes.
- Structured complex bureaucratic workflows with Object-Oriented UX (OOUX), modeling core business objects into role-based flows for multiple access levels.
- Designed a visual drag-and-drop workflow builder for internal automation, reducing manual administrative work and streamlining data routing.

Senior Product Designer & UX Architect (Growth & Fintech Domains) | PrivatBank (Privat24)

Jan 2020 – Oct 2024 | One of the world's first online banks (since 2001) and Ukraine's largest bank | 21M+ users, 157+ services

- Spearheaded the UX architecture for a Mastercard-sponsored gamification engine (portfolio case), turning scattered JTBD inputs into a coherent OOUX architecture across 3 platforms under a hard 2-month deadline, resulting in 3M users onboarded in 7 weeks and a 25% lift in core transactions.
- Designed the bank's securities exchange (WealthTech): built the information and service architecture and the web trading interface for buying, selling, and holding government bonds (OVDP), with integrated document flow and analytics.
- Directed end-to-end UX architecture across Payments & Transfers, Deposits & Savings, Insurance, Lending, Currency Exchange, and Video KYC, unifying fragmented services into consistent, secure flows.
- Optimized legacy auto-lending (portfolio case) by consolidating 21 fragmented landing pages into a single transparent calculation flow, validating presentation options through rapid comparative tests; the service launched and its core functions remain in daily use.
- Operated as a hands-on senior IC: mapping customer journeys and user flows, authoring technical specifications for engineering, and interviewing design candidates.

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

Aug 2017 – Jan 2020

- Led the ground-up redesign of the legacy Privat24 web platform across 19+ service modules, introducing responsive design and a scalable OOUX information architecture still in use today.
- Initiated, built, and governed a cross-platform design system (Sketch to Figma): 100+ components and 2,000+ variants on universal design tokens and usage guidelines, accelerating developer handoff and reducing time-to-market.

Freelance UI/UX Designer | Self-employed

Aug 2016 – Jun 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, 1-year program)
- **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: B2 (Professional Working Proficiency) | Ukrainian: Native | Russian: Native