

# Hryhoriev Valerii

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## Product Designer

Senior Product Designer with **5+ years of experience** in FinTech, DeFi, and SaaS products, leading projects from 0 to 1 and delivering measurable business outcomes. Contributed to raising **\$15M+** for clients, secured a **\$3M chain investment**, and generated \$550K+ in annual client revenue. Recognized by Product Hunt with **2x POTW and 2x POTM awards**. Expert in Figma, design systems, user research, and AI-augmented workflows.

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## Professional experience

**UX/UI Designer at Evoplay** November 2024 - Present (1 year, 3 months)

- **Introduced AI-powered** design briefs in Figma, reducing time spent on brief clarification for a team of 10+ designers.
- Standardized **handoff quality** with specs, providing developers exact spacing, alignment, and component data, reducing revision cycles by **20-30%**.
- Acted as a **design quality checkpoint** within the dev process, catching production deviations before release.
- Launched affiliate **5+** web products that **expanded** the company's partner **network and media visibility**.

**Product Designer at U1CORE** October 2023 - October 2024 (1 year)

- **Contributed to raising \$15M+** for clients across the US, EU, and Australia by delivering product design that strengthened investor narratives and validated product-market fit.
- Led **20+** Product Design and UX/UI Design projects **end-to-end**, from discovery and user research through to stakeholder handover, consistently on scope and on deadline.
- Shipped multiple **0-to-1** startup products, with several progressing to unicorn-track investment rounds.
- **Facilitated** cross-functional **discovery sessions**, defining user flows, information architecture, and interaction patterns aligned with business objectives.

**UX Designer at Wormhole** April 2024 - May 2024 (1 month)

- Collaborated in a cross-functional team with a Product Designer and PM on a blockchain product serving around **100,000 unique monthly visits**.
- Conducted **UX Research** and **User Interviews**, translating insights into validated wireframes and actionable design improvements.

**UX/UI Designer at OneClickCrypto Labs** January 2024 - April 2024 (3 months)

- **Secured a \$3M investment** from **Arbitrum** chain by leading **end-to-end design** of a DeFi app, including deep market research and a comprehensive token-based design system.
- With diverse team won **2x Product Hunt Product of the Week** and **2x Product of the Month**, establishing OCC as a benchmark product in the DeFi space.

### **UX/UI Designer at The Weather Agency** November 2023 - April 2024 (4 months)

- Designed corporate and agency websites including work for **European Union public institutions (EPDE)**, delivering accessible, responsive UI.
- Strengthened the agency's EU public sector portfolio through consistent design quality and on-time delivery across multiple concurrent projects.

### **Product Designer at Solar Enterprises** February 2023 - August 2023 (6 months)

- **Increased monthly website visits by 130%** through a full redesign grounded in user research and conversion-focused interaction design.
- Designed **3 iOS and Android mobile apps**, a **blockchain game launcher**, and **2** corporate websites across **FinTech** and **DeFi** product lines.

### **Freelance UX/UI Designer at Upwork** April 2021 - November 2023 (2 years, 7 months)

- Helped to generate **\$550K+ in annual revenue** for a client through UX improvements and a design strategy that drove a **250% increase** in customer acquisition.
- Completed all client engagements without breached contracts, **maintaining 100% satisfaction** across diverse industries and project scopes.

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## **Skills**

**Design & Prototyping:** Figma, Figma Make, Adobe Creative Suite, ChatGPT, Claude, Gemini, NanoBanana, MidJourney, Hotjar, Analytics, Maze, Miro

**Methodologies & Frameworks:** Design Thinking, Agile and Scrum, Lean UX, Systems Thinking

**UX & Research:** User Research, Usability Testing, A/B Testing, Information Architecture, User Interviews, Journey Mapping

**Technical Proficiency:** Cursor, Vercel, GitHub, HTML, CSS, Framer

**Design Systems:** Component Libraries, Design Tokens, Atomic Design, WCAG 2.1 Accessibility, Design-to-Dev Handoff

**Industries & Domains:** FinTech, DeFi, Blockchain, Crypto, Web3, DEX, SaaS, AI, Booking, Traveling, Betting, Sports, e-Commerce, Investments, B2B, B2C

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## **Education**

**Bachelor: International Relations** September 2021 - July 2025 (4 years)

**LinkedIn Certificates:** Advance Your Skills as a User Experience Researcher, Figma for UX Research: Presentations that Stand Out, UX Research: Being Flexible, UX Research for Agile Teams, UX Deep Dive: Foundational Research, UX Research: Journey Mapping, Figma for UX Design, UX Foundations: Research.