



Amsterdam, Netherlands · hi@meln1k.com

Pavlo Melnyk, Lead Product (UX/UI) Designer

Experienced designer focused on complex web applications and visual design systems. Working in close cooperation with developers, product managers, business stakeholders, and fellow designers.

Links

[Portfolio](#)

[LinkedIn](#)

Employment History

Lead UX/UI Designer at Playrix

October 2021 — Present

Playrix is the No. 1 mobile game publisher in Europe with 100 million active players every month and 3,500 employees.

- Created and led a team responsible for all design activities within the company's internal services.
- Collaborating with product teams and stakeholders.
- Distribution & setting deadlines for tasks, controlling and maintaining them.
- Partially fulfilling the PO role of the company website.
- Analyzing data from Google Analytics to identify insights and take steps to repair friction and further strengthen elements that work well.
- Implementing a design system with style guides, components library, and voice & tone.

Senior Product Designer at Cindicator

April 2021 — September 2021

Cindicator is a fintech company that builds analytical and trading solutions. The flagship product is Stoic, a crypto-trading bot with 15,000 users who have allocated \$130 million to their accounts.

- Designed web application for Stoic.
- Conducted 17 user interviews and usability testings with EU and US users.
- Generated hypotheses and AB-tested them. As a result, we increased the target action conversion from 5% to 7%.
- Created marketing landing pages with Tilda website builder.
- Made NFT that was sold for \$140,000 on OpenSea.

Senior Product Designer at BIA-Technologies

February 2016 — April 2021

BIA Technologies is a software company that provides data management, digital business processes, and mathematical optimization services.

- Took part in the launching & improvement of a new in-house product: a digital logistic platform that connects cargo owners and transport companies – Traffic.
- Led a cross-functional workshop that established our first set of design principles
- Built the first design system at the company.
- Actively involved and guided the entire UX process from user research, and prototype to the final developed product.
- Converted prototypes into specs for developers.

Outsource Web & UI Designer at Fox 3D Studios

December 2014 — November 2015

- Redesigned the gambling company (Betsoft) website.
- Worked on the user interface for slot games.

Lead Web Designer at Mind Meal

June 2014 — November 2014

- Led the design vision of the game-dev startup.
- Recruited and managed two designers.

Web & Graphic Designer at Freelance

2010 — 2014

Designed multiple web and graphic projects (landing pages, websites, banners, logos, brochures, etc.) for different clients.

Education

Bachelor of Machine tool manufacturing, Donbass State Mechanical Engineering Academy, Kramators'k

2004 — 2010

Skills

Usability Testing

Figma

User Interviews

User Flow

Visual Design

Hiring Management

Wireframing

User Research

User Stories

Design System

Rapid Prototyping

Hobbies

Football, Triathlon, Cycling, Running, Chess

Languages

English B2

Russian Native speaker

Ukrainian Native speaker