Ihor Prytuliak

Sr. Product Designer, UX/UI

Portfolio   LinkedIn   Contact e-mail: ihorthedesigner@gmail.com

---

Senior Product Designer with 8+ years in B2B and product teams. Lead end-to-end discovery→delivery across multiple products, building and evolving design systems. Closely collaboration with product owners and dev teams to ship improvements in usability, speed, and reliability.

Experience

Senior Product Designer, UX/UI @ Portside, Inc.

April 2021 - Present, USA (Remote)

- Owned UX across multiple products/areas (e.g., dashboards, admin workflows, reporting), improving consistency across the suite.
- Led redesign and rebuild of a pilot flight-ops app and shipped new UX + design system across 200+ screens.
- Post-launch adoption hit 1.3k peak DAU (up from ~700–800 on legacy app) after rollout of the new experience. 2.17× higher activity.
- Built token-driven theming and reusable components powering ~90% of the UI, improving consistency and speeding delivery with dev.
- Partnered with PM/engineering on scope, tradeoffs, QA and created specs and component guidelines to keep rollout consistent.

Middle Product Designer   →   Senior Product Designer, UX/UI @ ColorElephant

December 2017 - April 2021, Portugal (Hybrid)

- Led early-stage product design for multiple client products (including an enterprise AI platform, a content-heavy web experience, and a DTC e-commerce brand), working directly with founders/exec stakeholders.
- Owned end-to-end design process: discovery, user research, flows, wireframes, prototyping, high-fidelity UI, and interaction design, translating ambiguous goals into shippable specs.
- Ran stakeholder workshops and design reviews.

Product Designer @ ZS Group

August 2016 - February 2017, Ukraine

Design studio, where I worked on web design, UI/UX design, interactive prototypes and less of graphic design.

Junior Web Designer @ BlueGem Security

July 2015 - August 2016, USA (Remote)

Freelance work in startup specialised in cybersecurity service and custom software development during my university study.

Education

Khmelnytsky National University

Master's degree in Radio and Digital Communication   — 2017, Ukraine

---

Languages

English, Ukrainian

Skills

Problem Research, UI Design & Prototyping, Human-Centered Design, Usability & Concept Testing, Interaction Design, Basic Coding

---

Tools

Figma, Codex (AI), Jira, Notion, React/Svelte, Adobe Illustrator/Photoshop, Blender