Illia Vostrikov

Head of Design

Design Leadership · B2B, B2C and SaaS · Web and Mobile · Design Systems and DesignOps · AI-native design workflows

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PROFILE

Head of Design with 11+ years in product design and 7 years of leading design teams. I lead product design teams, and I still design. At Valor Software up to 6 designers reported to me on up to 4 products at once; I hired 12, grew people to the next level and kept the team working through layoffs. I build B2B, B2C and SaaS products for web and mobile, from research to launch, with design systems and AI in the team's workflow. Clients include the UN World Food Programme, SAP, ASI Central, Studytube, Uride, Mabrook and Breethe.

11+ years
in product design, 7 of them leading design teams

6 designers
reporting to me, on up to 4 products at a time

12 hires
designers hired and onboarded onto client projects

70+ interviews
with users and stakeholders run in discovery

EXPERIENCE

Valor Software — Product development partner for enterprises and startups

- **Head of Design** — 2021 - Present
  - Lead the design team, at its largest **6 designers reporting to me on up to 4 products at the same time**; own design quality, delivery and team performance.
  - Hired and onboarded **12 designers**; ran **yearly goal reviews** with situational tests I wrote, and grew designers to the next level (junior to mid, mid to senior).
  - Led the team **through layoffs**: told each person myself, put people before the handoff and wrote a recommendation for everyone who asked.
  - Set up **DesignOps**: critique, design QA, documentation and **handoff as a clickable prototype in code**, with Figma alongside.
  - Build and run **token-based design systems**, from audit to adoption; the system is also the context the team's AI agents design from.
  - Drive discovery and research: **70+ user and stakeholder interviews**, hypotheses, usability testing and product analytics.
  - Built **AI into the team's workflow**: Claude skills and agents, prototypes in code; feature release 10 to 4 days, brief to prototype 11 to 3.5 days. Author of three articles on AI in design.
  - Represent design in presale and strategy discussions with client leadership; scope and estimate projects and align design, product and engineering.
- **Lead Product Designer** — 2019 - 2021
  - Led design on client projects from discovery to release; guided less experienced designers, ran onboarding and day-to-day design reviews.
  - Designed complex B2B platforms, data products and design systems for international clients.
- **UI/UX Designer** — 2018 - 2019
  - Designed web platforms, portals and mobile interfaces; built component libraries and documentation for handoff.

Freelance Product Designer — Upwork · Worldwide — 2015 - 2018

- Designed digital products, websites, mobile apps and brand identities for international startups and businesses.
- Managed clients end to end with a **Top Rated** profile and **100% Job Success Score**.

RECOMMENDATIONS

More on LinkedIn ↗

> *"He leads with trust rather than control, which is why people bring him with them from project to project."*
>
> **Oleksandra Nadtochii** · Product Designer (my team)

> *"He built a clear, well-organized design process and kept design and engineering closely aligned."*
>
> **Dmitry Zhemchugov** · COO, Mabrook (client leadership)

> *"Exactly the kind of Head of Design who brings value far beyond design itself."*
>
> **Illia Shevchuk** · Flutter Team Lead (engineering)

SELECTED PROJECTS

Leading design at Valor ↗
Leadership · Team of up to 6

How I hired, reviewed and grew designers, gave feedback when work was not at the bar, and led the team through layoffs. **12 designers hired, 2 grown to the next level.**

Mabrook ↗
Super app, Dubai · iOS and Android

Head of Design (via Valor Software) for a super app with video, live, music, games, shopping and hotels. Led a team of 3 senior product designers including me and hired one of them; set up design processes, rebuilt navigation and the design system for 16+ verticals as the product team grew from 15 to 32. **Monthly active users 4x, D7 retention 9% to 14%, release cycle 10 to 4 days.**

ASI Central · ESP+ ↗
B2B promo platform · Web and mobile

Senior Product Designer on the platform behind a $27.7B industry: designed POD Studio from distributor interviews, helped build the Cosmos design system for two brands and moved the team to AI-assisted prototypes in code. **Brief to clickable prototype 11 to 3.5 days, review rounds 3.4 to 1.3, requirement changes after sign-off -73%.**

Uride ↗
Ride-hailing, Canada · Mobile

Product Designer, later the only designer: Rider and Driver apps designed from zero with a former Uber PM; rebuilt driver registration with OCR auto-fill. **Completed driver registrations 31% to 64%, document upload 35 to 9 min, ride booking 2:40 to 0:55.**

UN WFP Logistics Cluster ↗
Humanitarian logistics · Mobile and admin

Led design of an offline-first app for humanitarian field teams: full and lite versions for modern and low-end phones on 2G, a design system with AA contrast and 48 px touch targets, and an admin dashboard. **Monthly field reports +32%, time to dispatch -38%, 2x device reach.**

Studytube ↗
SaaS learning platform · B2B

Owned the design-system rebuild and connected it to Storybook, with Chromatic visual reviews of every component change; with 4 designers and a UX researcher, redesigned onboarding. **First-lesson conversion 43% to 59%.**

Breethe ↗
Wellness app · Onboarding

Product Designer on a short engagement for a meditation and sleep app with **18M+ downloads**: the personalised onboarding flow, its web version in Webflow and the design system behind it.

SAP ↗
Enterprise software · Design systems

Design-system consultant for a two-month pilot: audited 3 libraries and rebuilt the Input as the single reference, with docs, versioning and Storybook; it became the template for the library. **Input versions 5 to 1.**

More work
Data products, B2B, SaaS

Goal Tracker (SDG data visualisation for Data Act Lab), **SalesGig** (B2B lead-generation marketplace), **Precis** (marketing platform), **Homer** (AI writing SaaS), **Ashes of Creation** (game portal).

SKILLS

Leadership
Design team leadership, hiring and mentoring, performance reviews and growth, leading through change, DesignOps, stakeholder management, presale and estimation

Product and research
Product discovery, UX strategy, user interviews, usability testing, hypotheses and validation, product analytics, information architecture

Systems and craft
Design systems and design tokens, AI-assisted prototyping in code, interaction design, web and mobile (iOS, Android), dashboards and data visualisation, accessibility (WCAG 2.1 AA)

Tools
Figma, Figma AI, Claude, Cursor, ChatGPT, Codex, Storybook, Chromatic, Webflow, Amplitude, Google Analytics, Notion, ClickUp

LANGUAGES

English	Fluent
Ukrainian	Native
Russian	Native
Spanish	Intermediate

EDUCATION

Specialist degree, Automation of Technological Processes and Production
Kharkiv National University of Civil Engineering and Architecture · 2004 - 2009

CERTIFICATIONS

Anthropic · AI Fluency Framework and Foundations	2026
Anthropic · AI Capabilities and Limitations	2026
OpenAI · AI Foundations	2025
Memorisely · AI Prototyping with Figma Make	2025
Adobe · Generative AI for Creativity and Innovation	2024
Pluralsight · Product Design with Figma	2022
Microsoft · UX Design and Accessibility Fundamentals	2021
IBM · Design Thinking	2020
Google · UX Design, Coursera	2020
Google · Analytics Advanced	2019