

Nazarii Pankiv

Product Designer

@ nazariosnz@gmail.com [🔗 portfolio website](#)



SUMMARY

- Creative and strategic Product Design Lead with 7+ years of experience designing and scaling SaaS products across web, mobile, and enterprise platforms. Proven ability to lead multidisciplinary design teams, build scalable systems, and deliver impactful user experiences in fast-paced environments. Strong background in UX research, interaction design, and design systems.
- Successfully launched B2B products from 0→1, improved product adoption, and contributed to ARR growth. Passionate about solving complex problems with elegant, user-centered solutions.

KEY ACHIEVEMENTS

DataGPT

Designed and scaled product from zero to enterprise-ready analytics platform in under 11 months.

- **\$1.5M** revenue with a team of 10 people
- Customer user adoption is **~85%**, compared to ~18% for traditional analytics tools
- **26%** growth in DAU over 90 days and an **18%** average growth in revenue in the same period
- [See UX Case Study](#)

Voximplant Kit

Designed and launched from scratch as a no-code contact center builder. Scaled from MVP to a core SaaS product.

- Automating **20,000** outbound calls per month
- Voximplant Kit is rated highly (**4.8/5** on G2)
- Voximplant Kit has been proven to increase customer engagement for outbound calling by up to **50%** and is over 30% more cost-effective than human engagements (businesswire.com)
- [See UX Case Study](#)

SIDE PROJECT



Alongside client work, I designed, built, and shipped my app to the App Store solo — an AI-powered app that analyzes short-form videos and gives creators actionable feedback to improve their hooks and engagement.

It's my end-to-end proof of turning a product vision into a live, published experience.

[Hooko.app](#)

EXPERIENCE

05/2023 - Present

San Francisco (Remote)

• Lead Product Designer

DataGPT

<https://datagpt.com/>

DataGPT is a conversational AI data analytics platform that lets users interact with their data using everyday language, no SQL knowledge required. It's built to bridge the gap between dashboards and natural language — executing deep analysis by translating questions into actionable insights.

- Designed the SaaS product from 0 to launch — a conversational AI platform for data analytics that enables users to query complex datasets using natural language. [See case](#)
- Created the complete brand identity: logo, typography, visual language, and tone of voice
- Designed and launched the DataGPT website with clear messaging, product storytelling, and conversion-focused landing pages e.g. Case Studies
- Built and maintained the core design system to support consistency across product and marketing
- Led all UX work for the main product, including: Natural language query interface, Result visualizations (charts, tables, summaries, insights etc...)
- Collaborated closely with engineers and AI scientists to align user needs with LLM capabilities and system prompts



06/2021 - 03/2023

Palo Alto, United States

• Lead Product Designer

Voximplant

<https://voximplant.com/>

Voximplant is a cloud communications platform that enables developers and businesses to embed voice, video, and messaging capabilities into their apps via APIs and SDKs.

- Continued leading the design for [Voximplant Kit](#), evolving it into a scalable platform while maintaining product
- Managed external partners/agencies when needed for overflow or specialty work
- Scaled the design team to **10+** designers
- Established and structured three core design departments:
- *Product unit* – responsible for all features across company products
- *Marketing/Brand* – owned all visual assets, campaigns, and visual storytelling
- *Web Design & UX* – redesigned and managed the company's website and documentation portals
- Initiated the foundation for a dedicated *Research team*, including hiring plans and research ops



EXPERIENCE

07/2018 - 06/2021

Palo Alto, United States

• Product Designer

Voximplant

🔗 <https://voximplant.com/>

Voximplant is a cloud communications platform that enables developers and businesses to embed voice, video, and messaging capabilities into their apps via APIs and SDKs.

- Led product design from early discovery to production: user flows, UI, prototypes, and visuals.
- Worked closely with product managers and engineers to shape the product roadmap and define core use cases.
- Designed the entire SaaS **Voximplant Kit**, which allowed non-technical users to automate call flows without code. [See case](#)
- Conducted usability testing and interviews with call center managers to validate flows and terminology.
- **Impact:** Successfully shipped MVP that turned into a core Voximplant product line. Platform adoption grew significantly among enterprise clients (e.g. **rappi, kfc, burger king, hyundai, jaguar**)
- Positive feedback from users: improved task completion, faster onboarding.



05/2017 - 07/2018

Ivano-Frankivsk, Ukraine

• Senior UX/UI Designer

24eastyard

🔗 <https://24eastyard.com/>

Company specializes in business solutions, digital assets, and creative production. They partner long-term with clients and focus on innovation and simplicity.

- Created branding and website design for 24eastyard (still actual).
- Managed design projects resulting in a 30% boost in user engagement and retention rates.
- Built structured design systems and component libraries for clients.
- Presented concepts to clients and iterated based on feedback and business requirements.
- Designed high-fidelity mockups, interactive prototypes, and flows for clients products.
- Worked with clients developers (or delivered dev-ready assets).



02/2016 - 07/2017

Ivano-Frankivsk, Ukraine

• UX/UI Designer

Yellow Leaf Technologies

🔗 <https://www.linkedin.com/company/yellow-leaf-technologies/>

YLS is a software development and consulting agency that specializes in web & mobile app development, CRM systems, e-commerce solutions, and data analytics (mining/visualization).

- Increased brand visibility by 25% by leading branding and website design for Yellow Leaf.
- Designed and delivered web interfaces, landing pages, and dashboards aligned with client goals and business KPIs.
- Presented design proposals and iterated based on stakeholder feedback.
- Worked with developers.



07/2015 - 11/2017

Ivano-Frankivsk, Ukraine

• Freelance Designer

Upwork

🔗 [upwork](https://www.upwork.com/)

- Delivered custom website designs for international clients across industries including e-commerce, SaaS, and startups
- Designed landing pages, marketing sites, dashboards, and UI components
- Collaborated directly with clients to gather requirements, iterate on feedback, and meet deadlines
- Worked with developers (or delivered dev-ready assets)



EXPERIENCE

11/2013 - 07/2015

Ivano-Frankivsk, Ukraine

• Web Designer

NetLS

🔗 <https://netls.com.ua/en-us/>

NetLS is a Ukrainian software development and R&D company founded in 2007 in Ivano-Frankivsk. They specialize in outsourcing and in-house projects in domains such as FinTech, healthcare, e-commerce, telecom, and data engineering.

- Designed responsive websites and web applications for various client projects
- Created wireframes, mockups, and visual designs based on project briefs and business goals
- Prepared design assets, style guides, and export-ready graphics for development
- Collaborated with clients and project managers to incorporate feedback and revise layouts
- Participated in design reviews and provided support during QA and testing stages



EDUCATION

09/2009 - 09/2014

Ivano-Frankivsk, Ukraine

• Master's degree

Open International University of Human Development 'Ukraine'

- **Specialization:** Computer Software Engineering with focus on Web Design
- <https://uu.edu.ua/>



TRAINING / COURSES

NNGroup Analytics and User Experience

Offered by Nielsen Norman Group. Understand the strengths and limitations of analytics data for UX. Common analytics metrics and how UX teams should interpret them. What analytics can and cannot tell us.

LANGUAGES

Ukrainian
Native



English
Proficient



SKILLS & EXPERTISE

Deep expertise in designing for Web, iOS, Android, and Desktop platforms with a focus on usability, clarity, and scalability. Proven experience building and maintaining component-based design systems, crafting detailed UI documentation, and setting platform-specific standards. Skilled in User research, UJM, UTesting, Heuristic Evaluation, Benchmarking, IA creation and rapid prototyping to validate and refine design decisions. Strong understanding of user behavior patterns, accessibility, and ethical design principles (avoiding dark patterns). Able to lead cross-functional collaboration, clearly communicate design intent, and defend UX/UI decisions to stakeholders. Proficient in Figma, Principle, and Adobe Suite, with a working knowledge of frontend technologies (HTML5, CSS).