



Roman Starenkyi

UI/UX Lead. Product Designer

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UI/UX Lead specializing in complex B2B products and scalable design systems. Experienced in turning ambiguous requirements into clear, consistent user experiences across large-scale platforms. Built and maintained a design system that unified visual standards, reduced developer handoff friction, and accelerated feature delivery. Led a small design team while collaborating closely with business analysts and developers across 8+ core product areas. Based in Prague, Czech Republic.

Skill Set

Core Skills

- Design Systems & Scalability
- UI/UX Design Product Design
- Prototyping & Wireframing
- Responsive & Adaptive Design
- Cross-functional Collaboration
- Team Leadership

UX Methods

- User Interviews Usability Testing
- A/B Testing Analytics & Data Analysis
- Heuristic Evaluation
- Competitive Analysis

Tools

- Figma FigJam Miro Hotjar
- Google Analytics Jira Confluence
- Claude AI / ChatGPT (validation, research)
- Adobe PS Adobe AI

Languages

- English
Upper Intermediate (B2)
- Ukrainian
Native
- Russian
Native

Work Experience

- Aug 2023 - Present
iGaming industry (NDA) - UI/UX Lead
Led UI/UX design of a large-scale B2B SaaS platform used by multiple online casino brands to manage operations, player lifecycles, and third-party integrations.
 - Owned design across 8+ core product areas including Casino, Player Management, Segmentation, Bonus, CRM, KYC, and Payments — ensuring consistency and scalability across the entire system
 - Built and scaled a design system from the ground up, resulting in faster feature delivery, fewer dev-side corrections, and a unified visual language across the platform
 - Providing direction, feedback, and maintaining overall design quality
 - Worked directly with business analysts and developers to define requirements, map user flows, and validate solutions through testing and iteration
 - Defined and maintained UX standards and patterns used across multiple product streams simultaneously
- Sep 2020 - Aug 2023
Trinetix - UX Analyst / Senior Digital Adoption Engineer
Worked as part of an outsource team delivering UX and digital adoption solutions for enterprise clients across multiple industries.
 - Led 15+ client projects end-to-end, covering UX research, usability testing, UI design, and stakeholder alignment
 - Redesigned onboarding flows using WalkMe, reducing onboarding time by 87%
 - Delivered process improvements that helped one enterprise client cut operational costs by ~70% within a year
 - Collaborated with cross-functional teams to identify user pain points and translate them into practical design solutions
- Jul 2017 - Feb 2020
SOC Prime - Product Designer
Sole designer at a cybersecurity startup building the Threat Detection Marketplace — a platform for security teams to discover, share, and deploy threat detection content.
 - Designed and launched the Threat Detection Marketplace from scratch, working directly with the engineering team through the full product development cycle
 - Contributed to product growth that resulted in a ~60% increase in user base during my tenure
 - Conducted UX research, defined user flows, and iterated on UI across the core platform
 - Worked in a fast-paced startup environment, taking full ownership of design decisions across the product

Education

2010 - 2016

Kyiv National Economic University
Master's Degree
Information Management
Systems and Technologies

2012 - 2015

School of Visual Communication
Graphic design - Professional

Sep 2016 - Sep 2017

UnityBars UI/UX Designer

Sole designer at an outsource company delivering web and mobile products for banking and fintech clients.

- Led redesign of CorpLight — a back-office banking application used daily by a large number of bank employees — improving usability and visual consistency across the product
- Redesign patterns and UI solutions from CorpLight were later adopted across other products in the portfolio
- Delivered multiple projects simultaneously, owning full design cycle from wireframes to developer handoff
- Worked across web and mobile platforms with a focus on complex data-heavy interfaces

Feb 2014 - May 2016

Skein Ltd - WEB Designer

Early career role at a web outsource studio. Designed web and mobile interfaces, built UI prototypes, and participated in client meetings to gather requirements and present design solutions. Collaborated closely with development teams to ensure accurate implementation across projects.