Danylo Chilikin

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PROFILE

Lead Product Designer focused on clear products in complex domains (B2B SaaS, health-tech, e-learning, marketplaces). 5+ years across 15+ products, leading discovery, building large design systems, and using AI/MCPs to cut busywork and make complex, multi-sided logic feel simple.

WORK EXPERIENCE

ITJET *Kyiv, Ukraine · Remote*
Lead Product Designer *Sep 2023 – Aug 2026*
Rehired by the CEO to lead design

- Owned discovery and design on 90% of company projects: 15+ products, 12 categories, up to 4 live at once.
- Built 3 design systems spanning 1,400+ components and states for e-learning, marketplace, and loyalty products.
- Wireframed a three-sided B2B2C platform in 3 working days (100 screens, 200+ states) using AI, unifying 3 permission levels and 4 benefit-logic combinations into one interface.
- Converted 600+ pages of military legal theory into 99 lessons; 129 certified (88% of 146 starters).
- Ran 15+ design hiring interviews and mentored 3 designers after running design single-handedly for most of four years.

HEALI *Santa Monica, CA · Remote*
Lead Product Designer *Nov 2023 – Jun 2026*
US health-tech, $3M seed · Part-time

- Designed authoring/navigation for 12+ linked content types over 10,000+ records, plus a rule builder with 11 logic statements and 3 nesting levels.
- Built Healthy Eating Index analytics plus versioned, health-critical workflows with near-instant validation, full traceability and safe rollback.
- Rebuilt 3 design systems on 3-tier tokens – around 1,900 components across the Intel platform, consumer app and marketing site.
- Built a self-correcting AI pipeline that auto-tested generated UI against a 5-criterion design-system rubric and learned from each failure.

KYIVUX DESIGN COMMUNITY *Kyiv, Ukraine · Remote*
Product Designer *Jan 2025 – Mar 2025*

- Co-led discovery for a research platform: stakeholder interviews, 2 surveys, 5 interviews, usability tests.
- Redesigned the screening form, lifting participant video answers from 8% to 63% (1/13 to 5/8).
- Created instructions and an example video; 8/8 respondents rated them useful and felt confident.

FREELANCE *Remote*
Product / UX Designer *Feb 2021 – Nov 2023*

- Led design as the sole designer in a 6-person team on a DACH services marketplace, web then mobile.
- Defined the IA and task flows – order lifecycle, ratings, disputes – for 23 categories in 3 languages.
- Raised GDPR and account-recovery requirements and coordinated an illustrator for 22 category icons.

ITJET *Kyiv, Ukraine*
Product Designer *Oct 2022 – Apr 2023*

- Designed two print-on-demand e-commerce platforms for sports clubs and independent artists.
- Defined the platform backbone: product catalogue, licensing and stock management.
- Co-created a financial mobile app concept and blog experience, and supported other teams with production screens.

EDUCATION

TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV

BA in English Philology *Sep 2017 – Jul 2021*

Developed research, analysis and communication skills that support UX writing, stakeholder communication and discovery work.

SKILLS

Tools: Figma, Figma Variables, Figma Make, FigJam, Claude, Claude Code, Claude Design, MCP, Hotjar, Tokens Studio, Mobbin

Skills: Product design, Design systems, Design tokens, UX research, Discovery, Accessibility, User flows, Usability testing, Information architecture, Wireframing, Prototyping, Mentoring, Hiring, Interaction design, B2B SaaS, Developer handoff

ADDITIONAL

Courses: Practical Product Design Certificate, Google UX Design Professional Certificate, UI/UX Design Course

Languages: English (C1), Ukrainian (Native speaker), Russian (Native speaker), French (A1), Czech (A1)

PUBLICATIONS

Research Hub Case Study published in the Product Design Book «Смачні Кнопки» (Tasty Buttons), p. 293