ROMAN RADCHENKO

Product Designer



roman@radchenko.design · Telegram @pastilov · LinkedIn · Dribbble · Portfolio radchenko.design · Kharkiv, Ukraine

Product designer with 10 years shipping digital products across EdTech, workforce tech, and health & wellness — from 0→1 research through mature, scaled systems. Most recently: a workforce platform for franchising (1,000+ screens, rebuilt from the ground up — App Store rating climbed from 2.5★ to 4.5★, 1,600+ ratings) and a booking & loyalty app for a health & wellness chain across 200+ US locations (rating climbed from 3.0★ to 4.5★, 12K ratings). Strong in design systems, user research, and complex multi-role interfaces. Runs an agentic AI workflow (Claude + Figma MCP) from design to production: tokens, specs, code, and deploys stay in sync, with context and docs maintained automatically.

EXPERIENCE

CodeIT

Sep 2021 – Jun 2026

Product designer for 4+ years across 5 products — most notably Woven, a 1,000+ screen workforce platform rebuilt from the ground up (App Store: 2.5★ → 4.5★) and Sun Tan City, a wellness booking app for 200+ US locations (3.0★ → 4.5★).

Hotspot School of English

Aug 2020 – Present

Part-time. Designed two products 0→1: PTGE, a three-role English proficiency testing platform, and my.hotspot, a student LMS rebuilt from research to production with the first-ever mobile version.

iTomych Studio

Aug 2017 – Mar 2020

Mobile product designer across 10+ projects in fintech, banking, fitness, e-commerce, and healthcare. Shipped FitGrid — live App Store release.

QArea

Feb 2016 – Jul 2017

Designed Lingwini — gamified iOS English-learning app — from UX through App Store release.

SKILLS

Product design · Design systems & tokens · User research · Customer Journey Map · Usability testing · 0→1 product definition · Multi-role interface design · Prototyping · UI Animation · Agentic AI workflows · Information architecture · Data visualization

TOOLS

Figma · Claude + Figma MCP · Sketch · Adobe Photoshop · Adobe Illustrator · Adobe After Effects

LANGUAGES

English — B2 Upper-Intermediate

Ukrainian — Native

SELECTED PROJECTS

Woven — apps.apple.com/app/woven-my-work

Sun Tan City — apps.apple.com/app/sun-tan-city

Hotspot PTGE — ptge.hotspot.school

EDUCATION

Projector Institute — Growth Design · 2026

Kharkiv National University of Radioelectronics — Master's, Publishing & Printing · 2018

Kharkiv National University of Radioelectronics — Bachelor's, Computer Technical Systems · 2016

EXPERIENCE — EXTENDED

CodeIT

Sep 2021 – Jun 2026

Product Designer

Woven — *workforce platform for franchising, iOS + Android*

- App Store rating climbed from 2.5★ → 4.5★ (1,600+ ratings) over a 4+ year ground-up redesign
- Owned 1,000+ screen product end-to-end: scheduling, messaging, task tracking, recognition system with custom illustrated achievements
- Built and maintained a full design system via Figma MCP — token architecture, variable migration, and component documentation delivered through automated pipelines

Sun Tan City — *wellness booking & loyalty app, 200+ US locations*

- App Store rating climbed from 3.0★ → 4.5★ (12K ratings) after the full UX redesign
- Led end-to-end research cycle: discovery interviews → insight synthesis → moderated usability testing → client presentations → handoff

Science Interactive — *higher-ed lab platform, 1,000+ institutions*

- Redesigned gradebook, course/test builder, and learning-data visualization for instructors and students
- Translated dense academic workflows into usable interfaces across a complex LMS

Wing — *internal asset & product management system for a telecom company*

- Designed 0→1 a two-role platform (catalog admins / managers) for managing records with deep field, state, and status logic

Beampen — *writing editor*

- Designed minimal UI for a sentence-rhythm analysis tool — high craft, constrained surface

Hotspot School of English

Aug 2020 – Present

Product Designer (part-time)

Hotspot PTGE — *English proficiency testing platform, 0→1*

- Designed a three-role system (test-takers / employer admin dashboard / school super-admin + teachers)
- Sole designer across all flows, edge cases, and role-specific UX decisions

my.hotspot — *student LMS dashboard*

- Rebuilt client-side LMS from research to production; shipped first mobile version
- Ran student interviews and survey validation as a former student of the school

iTomych Studio

Aug 2017 – Mar 2020

Mobile Product Designer

- Designed mobile products across fintech, banking, crypto messaging, fitness, loyalty, e-commerce, and healthcare
- Shipped FitGrid — fitness-class booking app, live App Store release
- Delivered redesigns, flow ownership, prototypes, and usability testing across 10+ projects

QArea

Feb 2016 – Jul 2017

UI/UX Designer

- Designed Lingwini — gamified iOS English-learning app, UX to App Store release
- Legal-sector platform interface design

AWARDS

Gold Winner, ADC·UA Awards 2016 — Art Directors Club Ukraine