

Serhii Lanchukovskyi

Product UX/UI Designer · Senior

Ukraine · Remote only · Kyiv time (UTC+2/+3)

 sergiusdesign.com

 sergius.design.ua@gmail.com

 [@SergiusDesign](https://twitter.com/SergiusDesign)

 [sergius-lanchukovskyi](https://www.linkedin.com/in/sergius-lanchukovskyi)

SUMMARY

Twelve years in digital design, more than nine of them in product work: SaaS platforms, customer portals, and admin panels with complex role-based permissions. I build design systems from scratch that development teams adopt, and run the full cycle from information architecture to developer handoff; I led a team of five designers.

WORK HISTORY

Neural Nomad Ltd · Product UX/UI Designer

2026

Sole product designer for two customer portals, four-plus roles each, desktop and mobile; also designed a 10+ page responsive website, together with a graphic designer.

Built a design system from scratch as a standalone Figma library, linked to every product file — the website and both portals stay consistent.

Under NDA — described in general terms only.

Socks Expert LTD · Product UX/UI Designer

2025 – 2026

LTE Socks: sole designer on a full redesign of a customer portal and admin platform — 10+ sections, desktop and responsive mobile.

Built a design system from scratch on design tokens and Figma variables: light and dark themes, every state. The development team adopted it.

Rebuilt the information architecture; every UX and UI decision was mine.

MusConv · Product UX/UI Designer

2024 – 2025

Redesigned the core product, including features I proposed: +12% install-to-paid conversion, per the development team's analytics.

Built one design system for the desktop, mobile and web apps.

Ran the full design cycle for PuffStats, an app that helps people quit smoking: competitor analysis, 10+ screens with all states and edge cases, released on the App Store.

JunFolio · UX/UI Mentor

2024 – PRESENT

Volunteer: help designers with their projects and portfolio case studies, work through unclear topics in one-on-one calls, and interview designers who want to join JunFolio. 8+ mentees, more than half now employed.

Freelance · occasional projects

2022 – 2024

Delivered projects for international clients — SaaS platforms, online stores and mobile apps: competitor analysis, prototypes, full-cycle interfaces.

Digisol Agency · UX/UI Designer

2021 – 2022

Spent most of my time on a client project, Akiba Digital: designed a risk decisioning dashboard for lenders. Also designed web and mobile products for other agency clients; improved usability through testing and iteration, working directly with clients.

Hyuna International Ltd · UX/UI Designer, Design Lead

2017 – 2021

International media subscription platform; part of the development team in Ukraine, 60+ people.

Led design for one web product and a team of five designers, and worked on the iOS design team; handled competitor analysis, wireframes and prototypes.

Web designer, front-end

2014 – 2017

Hyuna International Ltd (2015 – 2017) · SEOKRUA (2014 – 2015)

Built landing pages and front-end in HTML, CSS and JavaScript; responsive cross-browser layouts, Git.

EDUCATION

Google · UX Design certificate

2022

UPROCK · School of interface design, UX/UI

2020

Kharkiv National University of Radio Electronics

2011 – 2012

Master's degree, Software Engineering

Kirovohrad Cybernetic and Technical College

2006 – 2011

Bachelor's degree, Software Engineering

SKILLS

Product & UX

Information architecture · User flows · Wireframing · Competitor analysis · A/B testing · Interactive prototyping · Developer handoff

UI & design systems

Design systems from scratch · Design tokens · Figma variables · Component libraries · Light and dark themes · Interaction design · Responsive design · WCAG accessibility

Domains

SaaS platforms · Customer portals · Admin panels · Role-based interfaces · Web and mobile products

TOOLS

Design

Figma — advanced: variables, tokens, components, prototypes

Affinity Designer · Lottie · Jitter · Jira

Analytics

Google Analytics · SimilarWeb · Cloudflare Web Analytics

AI and front-end

Claude · Claude Code — daily · Recraft

HTML · CSS — built and shipped my own MVP on Vercel, GitHub and Supabase

LANGUAGES

Ukrainian — native

English — Pre-Intermediate. Reading and written communication: product documentation, UI copy, technical correspondence