Vitálij Orjábka

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY:

Senior Product Designer with 7 years in enterprise banking software, delivering end-to-end UX/UI across complex B2B workflows and Low-Code/No-Code configuration tools. In Loxon's product development department, I helped shape the next generation of Loxon Collection alongside the Phoenix parametrisation tool, raising UX maturity through establishing design principles, product design and research frameworks, and mentoring business analysts on UX best practices, while working hands-on with them and developers. A front-end background helps me use AI-assisted coding tools to prototype quickly and keep designs practical to build.

WORK EXPERIENCE:

Loxon Solutions *(Full-time · In-house)*

MAY 2019 — AUG 2026

Senior Product Designer • B2B SaaS • Low-Code/No-Code Platform

- Joined as a mid-level product designer on the next generation of Loxon Collection and promoted to a senior role in the product development department, owning end-to-end UX/UI within cross-functional Agile teams and later extending design ownership across additional modules
- Designed across the full collection scope, from pre-collection to legal — including the Customer 360 view, promise-to-pay flow, and a mobile self-service application (PWA) — parametrising the product hands-on alongside business analysts and cutting clicks per single-deal promise-to-pay by 33%, supporting 7 client go-lives, one operating across 6 countries
- Designed core parts of Phoenix with the development team, the parametrisation tool that moved project configuration to Low-Code/No-Code — making configuration roughly 3x faster than hand-coded development, across all Loxon Collection implementations supporting 10 parameter types
- Designed Field Collector, Loxon's first AI-assisted-development product, guiding daily AI-generated iterations and solving the privacy and workflow logic it missed — cutting development effort by ~70% and earning client approval of the proof of concept
- Extended and maintained the design system with scalable components, patterns, icons, illustrations, following WCAG guidelines
- Mentored business analysts on UX best practices, such as information architecture, visual hierarchy, and UX copywriting
- Established a framework for user research, using JTBD, personas, and user flows as hypotheses for usability testing
- Continuously presented design decisions to stakeholders, including a monthly Design Review session I organised to align decisions across all product managers

Freelance *(Upwork · Remote)*

OCT 2016 — MAY 2019

UX/UI Designer • Front-end & WordPress Developer

- Worked with small agencies as a UX/UI designer and web developer for clients including Profolio, AVK, and Lexicon (educational portal for students on different subjects)
- Ran discovery with business owners and PMs — competitive analysis, user interviews, wireframes, and prototypes — then built the visual UI in WordPress
- Joined AlfaProfit (Cyprus) remotely in a seven-person web production team, building responsive websites with HTML/CSS/JS for online business solutions

Rock-Cat Studio *(Ukraine)*

OCT 2013 — APR 2016

Co-founder • Web Developer

- Co-founded a web studio shortly after graduation, focused on serving local businesses
- Designed and developed websites for local and international clients across sectors, collaborating with designers, developers, and marketing consultants

EDUCATION:

Uzhhorod National University
BA, International Business
2008 — 2013

Mukachevo State University
BA, Business Administration
2008 — 2012

SKILLS:

Design: Design Systems, IA, interaction design, prototyping

Research: UX research methods, usability testing

Tools: Figma, Sketch, Framer, Adobe Creative Suite, Claude Code

Front-end: HTML, CSS, JavaScript, AI-assisted prototyping

LANGUAGES:

Ukrainian — native

English — fluent

Hungarian — intermediate