SASHA MARTYNCHUK

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SUMMARY

Staff Product Designer with 16 years of experience in UX/UI, specializing in taking products from zero to one. I've led design from concept to launch across multiple startups and platforms, blending research, design systems, and strategy to build intuitive, user-centered products.

EXPERIENCE

Staff Product Designer – Advanced Trading | OKX | San Jose, CA | August 2025 – September 2026

- Defined the strategic vision for next-generation trading products by synthesizing insights from 34 interviews with European KOLs and 15 with VIP and high-frequency traders.
- Led product design across advanced trading, regulated markets, growth, and AI.
- Launched X-Perps across EEA markets, reaching 120K+ traders and $650M peak daily volume.
- Identified a $208M annual opportunity for Simple Perps and aligned a four-market MVP.
- Redesigned the Trade page into a modular workspace, projected to raise 30-day retention by 15%, session duration by 25%, and NPS by 12 points.
- Drove 15× USDG AUM growth and a 32% CTR increase through deposit-flow improvements.
- Defined OKX's shared AI product framework and turned 3,100 support tickets into 22 priorities.

Senior Product Designer | Lumus AI | Remote | March 2025 – May 2025

- Designed Lumus AI, an enterprise AI orchestration platform for creating, deploying, and managing specialized AI agents without deep technical expertise, working with a PM and 2 engineers.
- Ran 8 stakeholder interviews with product managers, developers, and AI specialists to shape the product.

Senior Product Designer | Toptal (freelance network) | Remote | November 2019 – July 2025

- Ranked in the top 10 of UX/UI designers among more than 1,500 global designers based on client satisfaction scores and project outcomes.
- Led product design across 15+ B2B initiatives valued at over $2M, reducing time-to-market by 35% and accelerating project delivery.
- Piloted a design mentorship program for five junior designers, resulting in five promotions within two years and a 40% increase in overall team design quality according to client feedback.
- Pioneered a standardized design review process adopted company-wide, increasing first-time approval rates by 28% and streamlining design workflows.

Senior Product Designer | Pangeam | Austin, TX | November 2021 – October 2024

- Architected a behavioral analytics platform that generated $1.2M in real estate savings for Fortune 500 clients.
- Engineered interactive floor plans with time-lapse visualization that improved space utilization by 32% across client implementations.
- Spearheaded user research with C-suite stakeholders, elevating SUS score from 62 to 86 and securing 3 enterprise contracts worth $750K.
- Crafted a comprehensive design system that accelerated front-end development by 45% and ensured a consistent user experience.
- Instrumental in securing $4.2M seed funding through compelling investor presentations and interactive prototypes.

Product Designer | CDI (GlobalTrack) | Broken Arrow, OK | November 2020 – February 2021

- Transformed field data workflows by conducting on-site research with 12 operators, identifying 5 critical pain points.
- Designed an offline-capable interface achieving 85% adoption within 4 months among field technicians in remote locations.
- Engineered a sync logic system reducing data reconciliation time by 70% and improving accuracy by 95% for critical field operations.

Product Designer, Design System Expert | glide.com | Remote | May 2020 – November 2020

- Revamped the design system adopted by more than 15 developers, reducing component inconsistencies by 80% and improving design consistency across the organization.
- Optimized the company website and key user flows, decreasing navigation-related support tickets by 25% and enhancing the overall user experience.
- Elevated team design efficiency by 65% through standardized components and automated handoff processes, streamlining collaboration between designers and developers.

- Implemented accessibility improvements, achieving WCAG 2.1 AA compliance across all core product features.

Senior Product Designer | Keyword.com | Remote | May 2019 – October 2019

- Reimagined the SEO analytics dashboard, playing a key role in the company's successful acquisition by saas.group, enhancing data visibility and decision-making.
- Constructed a modular design system that streamlined data-heavy workflows, increasing task completion rates by 28% and improving user efficiency.
- Boosted user activation by 30% within the first week through an intuitive onboarding redesign, enhancing user engagement and retention.
- Achieved an 18% increase in trial-to-paid conversion and a 12% reduction in churn through targeted UX improvements, driving revenue growth and customer satisfaction.

Lead Product Designer | MetaMap | Remote | August 2017 – June 2018

- Directed product strategy across four distinct products, increasing user adoption by 35% and improving Net Promoter Score (NPS) from 32 to 48.
- Crafted Series A pitch materials that secured investor interest and contributed to a successful funding round, supporting company growth and expansion.
- Mentored two junior designers through a structured program, resulting in two promotions and a 30% improvement in overall team output.

Senior Product Designer | PayHOA | Remote | August 2016 – July 2017

- Revolutionized a HOA management platform used by over 502,000 housing units, maintaining a 92% positive user review rating throughout the transformation.
- Developed a scalable design system that reduced design inconsistencies by 75% and accelerated feature development across the platform.
- Optimized billing and compliance workflows, reducing administrative time by 40% for property managers and improving operational efficiency.

Earlier roles

- Product Designer | AlemHealth | Dubai | March 2016 – August 2016
- Product Designer | Houzify | Warsaw | December 2015 – February 2016
- UX/UI Designer | FireArt | Warsaw, Poland | April 2015 – February 2016. Clients included Google and Atlassian.
- UX/UI Designer | Freelance | Remote | January 2011 – January 2015

EDUCATION

Bachelor's degree in Project Management | University of Vistula, Warsaw | Minor in Project Management | Warsaw, Poland | 2012

CERTIFICATIONS

Senior UX/UI Designer | Toptal | 2024

Senior Product Designer | Toptal | 2024

Interaction Design | Awwwards | 2018

Advanced Design Systems | Awwwards | 2018

Design Thinking | IDEO U | 2017

SKILLS

Design tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD), Claude Code, Codex, Cursor, Framer, Webflow

Research & testing: User interviews, user research, market research, competitive analysis, usability testing, A/B testing, analytics interpretation, journey mapping

Methodologies: UI/UX design, usability testing, custom workshops, design systems, design sprints, user research, A/B testing

Technical knowledge: HTML/CSS, responsive design, accessibility standards (WCAG)