

# Serge Tiutyk

Senior UI/UX Designer, Kyiv, Ukraine

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Lead UI/UX Designer | Ideals | 2023

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Product Designer | Izzifit App | 2021 – 2022

Developed conceptual model, prototypes and UI/UX design, managed of frontend and graphic implementation, user tests, increased conversion and user sessions in the app.

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Head of Design | Everad Group | 2019 – 2022

Created and Led design team, managed design processes, shipped UI/UX design for websites, branding, interfaces and marketing of company.

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Head of Design | Adventures Lab | 2019 – 2020

Created branding design and website, marketing communication style, assisted and consulted for startups

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Product Designer | Everad Group | 2017 – 2019

Led and shipped digital transformation of new interface for admin pannel to more correct and easier management of customers, new CRM system to increase productivity and facilitated analytics for business processes in the company. Had close collaboration in a dev team

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Design Director | Tdesers Design | 2011 – 2017

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Art Director | Skykillers Agency | 2010 – 2011

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Web designer → Art Director | Webgid.Studio | 2006 – 2009

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I'm a UI/UX designer from Kyiv, Ukraine, with over 18 years of experience crafting user-friendly and visually appealing interfaces. I've worked on B2B and B2C websites, corporate and e-commerce platforms, CRM systems, admin panels, and mobile apps. I've led design teams from concept to launch, collaborating with marketing, department heads, and dev teams.

My approach combines an eye for aesthetics with technical solutions, always paying close attention to the smallest details. I believe that great design not only addresses user needs but also drives real business success.

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User Experience (UX)

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User Interface Design (UI)

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Product Design

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App Design

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Web Design

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Design System

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Data Visualization

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Concept Development

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Iconography

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Design Thinking

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User Flows

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Prototyping

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Figma

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Adobe Photoshop

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Adobe Illustrator

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## Contact me [tdeser@gmail.com](mailto:tdeser@gmail.com) →

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