

Ivan Valiukh

Design Director / Head of Design / Design Manager

RedDot 2020 Design award in Brands & Communication for Halyk Travel mobile app

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Case studies

Summary

Award-winning design leader with over 16 years of experience in UI/UX, product design, and managing teams across time zones. Recognized for delivering impactful design solutions for fintech, travel, automation, and e-commerce platforms. I specialize in driving design strategies, mentoring teams, and advocating for design thinking while balancing user and business needs. My ability to transform complex technical challenges into simple, delightful user experiences has contributed to a 37% increase in user adoption at Workato.

Experience

Workato / Design Director, PLG (Sep 2021 - Sep 2024)

- Led the PLG design team and worked closely with leadership to define design frameworks and maintain high standards of user experience
- Worked on a few AI-related projects with design teams: Copilot, Sidekick, Workato Genies
- Improved user adoption (+37,2%) and feature usage (+19,7%)
- Increased the number of builders for existing customers (+57,4%)
- Reduced the average time from onboarding to the first build automation (from one month to one week)
- Created and standardized design processes: onboarding guide, project request automation, work guides, frameworks and others
- Advocated for design thinking by mentoring junior designers and collaborating cross-functionally to ensure a consistent user experience

Alty / Head of Design (Oct 2019 - Sep 2021)

- Led a 13-member design team, collaborating with VISA and Mastercard on fintech projects across the world
- Standardized design processes, improved project estimation accuracy, and mentored designers, fostering a collaborative environment.
- Advocated for user-centered design across all phases of project development.

S-Pro / Lead UX/UI Designer (Feb 2019 - Oct 2019)

- Developed UX/UI processes from scratch and led a team of 6 designers.
- Defined product design strategies and collaborated with clients to ensure solutions met user needs.

Astound Digital / Lead UI Designer (Apr 2017 - Dec 2018)

- Led a team of 17 UI designers and collaborated with stakeholders across multiple onsite workshops to improve and redefine UI processes for various clients.

Other companies / UI/UX, Graphic Designer (Mar 2007 - Apr 2017)

- UI/UX designer in product company: MTE development
- Graphic and web designer in creative agency: Ad-Power Group
- Graphic designer in The Centre of Ukrainian Culture and Art
- Print designer in several magazines: Scooter, Oil-Gas, Patchwork

Skills

Leadership:

- Mentoring and guiding design teams;
- Advocating for design thinking across departments.
- Making high-level design decisions and balancing creativity with business goals.
- Support the design team with planning, prioritizing, and overseeing initiatives

Product Design:

- User-centered design, UX principles, interaction design, and visual design.
- Ensuring that designs align with user needs, and improving overall customer satisfaction.

Collaboration:

- Working with product management and engineering to deliver cohesive user experiences.

Research & Strategy:

- Synthesizing market analysis and customer research to inform design decisions.