



Ruslan Vashchenko

UI / UX Designer

UI/UX & Product Designer — mobile apps, e-commerce, fintech/crypto. Taking products from research to release since 2016.

ABOUT

Karlovy Vary, CZ
(from Zaporizhzhia, UA)

Open to remote

EXPERTISE

Product & UI/UX Design — mobile apps, web platforms, e-commerce

Graphic Design — branding, identity, POS materials, presentations

Industries — fintech, crypto, gaming, marketplaces

TOOLS

Figma, Framer, Webflow

Adobe Photoshop, Illustrator, InDesign

AI design tools

LANGUAGE

English — B1

Ukrainian — Native

Russian — Native

Czech — A1 (in process)

EDUCATION

Projector, UX — Kyiv, 2019

The Practical Guide to Usability, UX — Online, 2017

Kyiv Academy of Media Arts — Kyiv, 2016

Skillbox — Kyiv, 2016

EXPERIENCE

UI/UX Designer — EX2.team (full-time)

2023 – 2026

Projects under NDA — client and product names withheld. Industries: fintech, crypto, gaming.

- Independently led UX/UI for mobile apps and online stores, from research to release.
- Ran usability audits on existing apps and redesigned key user flows, improving overall product usability.
- Built websites and online stores on Webflow and Framer for several clients.
- Worked with client-provided business analytics to inform new product functionality.

Brand & Marketing Designer — Cloudworkz (part-time)

2019 – 2023

- Developed a custom brand identity for a client project — from concept to a complete brandbook.
- Built several satellite websites/products around the core project.
- Produced marketing materials for social media across multiple platforms.
- Designed a CRM platform for client management from scratch — from data structure to the team-facing interface.

Web Designer — Bigexperts marketplace, Zaporizhzhya

06/2018 – 12/2018

- Designed landing pages and a corporate marketplace website from scratch.
- Created advertising banners and visual content for social media, used across the company's marketing campaigns.

Designer — Serp.farm, Zaporizhzhya

07/2017 – 06/2018

- Developed logos and brand identity from scratch for client projects.
- Redesigned existing project websites, refreshing their look and usability.

Product Designer — Concern Basis, Zaporizhzhya

04/2017 – 07/2017

- Designed mobile apps, landing pages, and multi-page sites; built a CRM system for internal team needs.
- Created graphic materials (POS, static and animated presentations) for the company's products.

Head Designer — Kadam group, Kyiv

03/2016 – 12/2016

- Led a team of designers — assigned tasks, reviewed work, and owned final product quality.
- Designed multi-page and one-page websites in close collaboration with layout designers and the PM.
- Introduced a process for maintaining and revising existing projects, making the team's workflow more stable and predictable.

CONTACT

+420 722 076 481

+380 96 484 7979

rvaschenko@gmail.com

SOCIAL

www.linkedin.com/in/waschee



Ruslan Vashchenko

UI / UX Designer

UI/UX & Product Designer — mobile apps, e-commerce, fintech/crypto. Taking products from research to release since 2016.

ABOUT ME

Right now I'm doing what I love: drawing, designing interfaces, and sitting behind a MacBook. The full designer stereotype — all that's missing is the coffee on a café terrace. But the road to that MacBook was longer than it looks from the outside. It started in 2003, with a putty knife.

For the first two years I renovated apartments. With my hands. That's the kind of work that teaches you very quickly to understand what the client actually wants, rather than what they said.

Then came retail. I started as a salesperson at a building-materials store in the "1000 Bricks" chain — Dnipro, Zaporizhzhia, Kherson. Within three years I had grown into a regional manager for the chain, promoting Dufa products across the region. Selling paint to people doing renovations, when you have just been doing those renovations yourself, is an almost unfair advantage.

Next was Silpo, in the development and procurement department. Together with the team we opened more than five stores across the Zaporizhzhia region, and I purchased everything for them — from pencils to industrial refrigerators. That is where I first saw a business as a whole, rather than from the perspective of "my department".

At Lymon Company I sold retail equipment for supermarkets and worked in brokerage alongside it: ordering equipment from abroad and clearing it through customs. Logistics, paperwork, negotiations, and deadlines that will not move no matter how nicely you ask.

Then, in 2014, came WhiteStore. The company set itself an ambitious goal — to become an Apple Authorised Reseller. And we did it: we passed the certification and training in Kyiv. I was responsible for purchasing across five stores in the chain. So yes — MacBooks showed up in my life long before design did. Back then I was the one selling them.

In 2016 the company shut down. And I did the thing I had been putting off for a very long time — I moved into design. I started at Kadam group, and I have not stopped since.

Why am I telling you all this? Because this path gave me something no course can: I understand how a business works, large or small. I know where the money comes from, how procurement is structured, why a manager misses a deadline, and what actually matters to the person on the other side of the screen. When I design an interface, I am thinking not only about how it looks, but about how it will hold up inside a real process — one with a client, a budget, and a deadline.

CONTACT

+420 722 076 481

+380 96 484 7979

rvaschenko@gmail.com

SOCIAL

www.linkedin.com/in/waschee



I like learning and looking for new ways to grow, professionally and as a person. And in the last twenty years, I do not think I have once regretted taking the longer road.