



Oleh Hashenko

Design engineer,
Product designer,
Lead UX/UI Designer,
Webflow developer

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Experience

AI-first Product Designer,
Design engineer

Openside

USA / Remote

Apr 2026 – Present

I work as an AI-first Product Designer on Baseout — a B2B data platform that backs up, restores and inspects Airtable data, built by Openside. It is a complex admin tool with scheduled backups, schema inspection, record-level history and restore flows. I own the product design end to end — from information architecture and the design system to the shipped frontend. Unlike a traditional handoff role, I write the production code myself, working as a design engineer throughout. Beyond the core product, I designed and built four public surfaces: a documentation portal, industry survey, pre-launch site and support desk.

■ AI-native design & frontend delivery

- Designed and shipped the product UI across 200+ screens — writing production Astro, React and Tailwind code rather than handing off static
- Built and maintained a 122-component design system in code, used as the single source of truth for both design and development
- Used Claude Code, Cursor and Figma MCP to keep design and code in sync, moving from Figma-first to code-first prototyping

■ Product design & architecture

- Designed and shipped the product UI across 200+ screens — writing production Astro, React and Tailwind code rather than handing off static mockups
- Ran a pre-production UX audit across 40 surfaces and 8 user journeys, producing a prioritised fix order ahead of launch
- Designed and built four public surfaces: documentation portal (88 pages), industry survey (82 questions), pre-launch site and support desk

Project duration: 6+ month(*in progress*) · Key market: USA

Design engineer,
Product designer

Bridj - B2B SaaS platform

London, UK / Remote

Aug 2025 - Sep 2026

I work as a Lead Product Designer and Design Engineer on Bridj — a B2B SaaS intelligence layer that connects data from CRM systems, call recordings, and AI notetakers into one place, transforming sales conversations and customer interactions into actionable insights for marketing and sales teams.

■ Generative AI design workflows

- Led end-to-end product design using AI-assisted workflows throughout - from research and synthesis to interface design and delivery
- Conducted regular user interviews and usability tests to validate product decisions, using AI to synthesise findings and identify patterns faster
- Built and maintained an analytics system to track user behaviour and measure feature adoption
- Designed AI-powered product features including insight generation, content creation, and automated prioritisation

■ Code-based / "vibe coded" prototyping

- Used Claude Code to build fully interactive prototypes instead of static Figma mockups
- Developed and maintained a design system in code using Figma MCP, Cursor, and AI-assisted frontend tools
- Used pencil.dev and other AI-based tools to accelerate design-to-code workflows
- Delivered production-ready React components using Tailwind CSS and shadcn/ui

■ Modern AI interaction models (LLMs, agents)

- Designed user-facing interfaces for LLM-powered features: insight timeline, source attribution, content generation
- Built multi-agent workflows in Claude Projects to manage design documentation, context, and cross-chat consistency
- Applied prompt engineering principles to improve AI output quality through structured organisation settings and business context inputs

Project duration: 1 year(*in progress*) · Key market: UK

Experience

Design engineer,
Lead UX/UI Designer
Pro-Data Tech
Cloud infrastructure
provider
Central Asia / Remote
Apr 2025 - Present

Pro-Data is a cloud infrastructure provider operating across Central Asia — offering VPS, dedicated servers, GPU computing, Kubernetes, and object storage to enterprise clients. I redesigned their customer-facing control panel from the ground up — covering everything from virtual machine management and networking to billing and monitoring, with a complexity similar to DigitalOcean or AWS Console.

I applied a modern design engineer approach throughout the project — using AI-based tools and workflows to move faster and maintain consistency across a large and complex platform. Alongside the redesign, I stayed close to the product through usability testing and iteration, making sure new modules worked well for real users managing cloud infrastructure.

■ Design system & AI-native workflows

- Built the entire design system from scratch using AI-assisted workflows throughout - from component architecture to documentation and delivery
- Used Figma MCP to implement and maintain the design system directly in Figma, keeping design and code in sync
- Used Claude Code and Cursor to accelerate design-to-code workflows and prototype complex interaction patterns faster
- Delivered a scalable, consistent component library that supported rapid development of new modules across the platform

Project duration: 1 year · Key market: Central Asia

Lead UX/UI Designer,
Senior UX/UI Designer
ITERACIA - Service
design agency
Lviv, Ukraine / Remote
Apr 2020 - Jan 2025

I have worked as a Lead UX/UI Designer in an outsourced design studio on a variety of projects in domains such as SaaS, e-commerce, real estate, retail, mobile apps, and others. Some of the best projects:

- I designed, tested and implemented **Hotel Analyser** - SaaS reputation management system for hoteliers and hotel owners that allows to collect reviews from various sources (Google, Booking, Airbnb) and analyze them using artificial intelligence to identify key issues and areas in the hotel service.

I worked closely with the development and data analytics teams. Conducted interviews with users and subject-matter experts, analyzed and improved product metrics.

Some of the key blocks of the application:

- A hotel(property) dashboard with the main indicators that address the hotel's problems and help the owner quickly make decisions and improve the hotel's reputation.
- A Competitor analysis feature, analysis of the main problems and advantages of the competitor based on user reviews and sentiments.
- A section responsible for processing internal reviews of the hotel, which allows to analyze user satisfaction based on AI calculations

Project duration: 9 month · Key market: UK

- I worked as a UX/UI designer for an international company specializing in creating products for the real estate industry in the Asia-Pacific market.

I was responsible for designing new functionality, implementing and testing hypotheses, conducting testing to improve product quality and increasing user satisfaction.

One of the products: **100k+ real estate project** - a service used by leasing brokers to find information on the real estate market to increase efficiency and attract more clients.

Some of the key blocks of the application:

- Analytics, dashboards, KPIs, sales planning.
- Real estate database (properties, leases, availability, documentation).
- Database of clients, contacts, property owners, statistics of successful business deals.
- A separate module for creating editable reports, with the ability to edit in real-time, provide online reports and printed documentation

Project duration: 2+ years · Key market: Asia-Pacific + Australia

- I worked as a UX/UI designer for company specializing in creating product for the retail industry: **International geomarketing platform** - is a SAAS application in the retail industry that allows the management of retail chains, predicts customer behavior based on artificial intelligence calculations and optimizes the future network of locations.

I was responsible for designing new features, redesigning existing modules, implementing and testing hypotheses.

Some of the key features of the application:

- Allows businesses to analyze customer behavior, optimize store locations, and create targeted marketing campaigns based on location data.
- Provides real-time data analysis, mapping, and visualization tools to help make informed decisions. Optimize marketing campaigns and target the right audience with precision.
- Allows businesses to predicts customer behavior based on artificial intelligence calculations and optimizes the future network of locations.

Project duration: 1,5+ years (*in progress*) · Key market: 12+ European countries

Experience

Product Designer,
UX/UI Designer
ANIMAL ID CORPORATION
Dallas US, Lviv Ukraine
Sep 2019 - May 2024

I worked as a Product Designer in an international company that develops B2B and B2C platforms for the pet industry with a total number of users of over 1.2 million. I was responsible for designing various web platforms and mobile applications for direct customers and business partners of the company.

I worked closely with stakeholders and investors, presented ideas and visions for future products. I conducted in-depth user research, identified their needs and pains, studied the marketing component, built user paths, and was responsible for the overall look of the products.

Some of crucial achievements:

- For the period 2023-2024, our team raised Revenue from subscriptions by 400%. [Read my post](#)
- Achieved an impressive Net Promoter Score (NPS) of 82% from product users, indicating high levels of customer satisfaction and loyalty.
- Significantly increased the Average Order Value (AOV) of subscribers by 78%, driving higher revenue per customer and improving overall monetization.

One of the main product I designed is **Mobile Pet Care App(iOS, Android)**

- The main market is the United States
- Available in all countries of the world (except ru and by), has more than 12 localizations
- Provides services for different categories of users and uses a subscription model.
- The app includes a set of functions for the pet owner, such as (nutrition control, weight control, unique health diary, documents and certificates, etc.) and is closely related to the healthcare industry
- The app includes an e-commerce module (online store of goods and a marketplace for promotional codes). Allows B2B partners to place their own goods and services and digitize users
- The app is a PaaS product. It is used by B2B partners to create their own applications to digitize users and realize their own business needs

As a Product Designer, I worked closely in collaboration with the marketing department and product manager. I designed and tested marketing funnels to engage users and improve business metrics.

Project duration: 5 years · Key market: US , Worldwide · Users: 1.2M+

UX/UI Designer,
Web Designer
VP Productions
Odesa, Ukraine
Mar 2016 - June 2019

I have worked as a product UX/UI designer and web designer in a design studio specializing in building websites for clients from various business sectors. I developed different types of designs such as corporate websites, e-commerce websites, landing pages. I developed interactive prototypes and site logic, as well as created graphic content for social networks and websites.

Also participated in front-end development, implementation of visual effects and web animations.

I specialized in corporate identity, branding, print design, and advertising elements.

Education

ODESA NATIONAL UNIVERSITY OF TECHNOLOGY
Master's degree, Computer Sciences. Information Management system and technologies
Sep 2012 - Dec 2018

Languages

English - B2 Ukrainian - Native

Portfolio links

Hi all,
Over the past few years I've worked with companies across the US, UK, Australia, Central Asia, and Europe — many of them under NDA. My Upwork profile gives you a window into that work: client reviews, project types, and the range of products I've been involved in. If you'd like to see more, I'm happy to share additional materials and walk you through my process in person.

[Explore my profile →](#)

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A few highlights from earlier work · 2020 – 2024

Hotel Analyser - SaaS reputation management system for hoteliers and hotel owners that allows to collect reviews from various sources (Google, Booking, Airbnb) and analyze them using artificial intelligence to identify key issues and areas in the hotel service.

[Project Overview](#)

[Prototype demo](#)

[File](#)

Mobile Pet Care App(IOS, Android) in b2b b2c segments - digital platform for the pet industry that are used by more than 1.2 million users worldwide

[Project Overview](#)

[App link](#)

100k+ project in the Real Estate industry - web application used by leasing brokers to increase efficiency and win more business, helping clients to make faster and more informed decisions.

[Project Overview](#)

International geomarketing platform - is a SAAS application in the retail industry that allows the management of retail chains, predicts customer behavior based on artificial intelligence calculations and optimizes the future network of locations.

[Project Overview](#)

A few web design & Webflow builds

Best recent projects. Some of these sites are still in the process of being filled with content:

[Cloud Nation](#) 

[Involve Flow](#) 

[Bol Expertise](#) 

[ForexTest](#) 

[Contrast Connect](#) 

A clean, modern website for a German IT company specialising in cloud infrastructure and enterprise technology consulting.

A clean, modern website built for an AI-driven SaaS product, highlighting its smart workflow automation features and clear product value.

A professional website for a company specializing in car diagnostics powered by an AI assistant, designed to showcase their innovative approach to vehicle analysis.

A focused landing page for a SaaS platform that helps traders test and improve their strategies with a clear, conversion-oriented design.

A sleek and reliable website for a medical equipment company, emphasizing trust, product quality, and modern healthcare solutions.