

Design leader shaping behavior, accelerating innovation, and delivering measurable results.

Mission

Designing human-centered experiences that deliver measurable business value.

Education

Mykolaiv National University
Bachelor of Informatics (June 2014)

Technical Specialist in Applied
Science and Engineering.

Achievements

Launched the core onboarding flow, guiding over 2M users through their first-time experience with DIRECTV.

Contributed to Fanta's Halloween campaign on Snapchat, engaging 25M+ unique teen users.

Experience

DIRECTV / Senior Product Designer / 2023 - Present

Led Interaction Design initiatives across DIRECTV platforms, defining IX strategy, establishing scalable processes, and mentoring junior designers. Modernized prototyping workflows, introduced AI-assisted design practices, and contributed significantly to the DIRECTV Aleck Design System.

Applied deep understanding of human psychology and behavior to shape design decisions, partnered closely with research teams, and translated insights into measurable UX improvements—strengthening collaboration across design, research, and engineering to accelerate delivery and quality.

Meta / Product Designer / Technical Artist / 2023

Shaped the future of mixed reality and spatial interaction by utilizing cutting-edge Mixed Reality technology. Led cross-functional design sprints to prototype human-centered experiences for Orion and Oculus.

Techtoys / Founder / Product Designer / 2021 - Present

Developing an interactive driver education platform combining visual storytelling, gamified learning and AI conversations.

Snap Inc. / Senior Visual Designer / 2016 - 2022

Designed AR campaigns guided by behavioral insights and emotional triggers. Built internal scripts and animation systems to streamline production and scale high-impact AR experiences.

HYS Enterprise / Software Engineer / 2015 - 2016

Contributed to front-end development and internal tools while rapidly upskilling in a fast-paced tech environment.

VizMotor / Lead 3D Designer / 2011 - 2014

Delivered 3D motion content for commercials. Mentored junior designers across modeling, animation, and rendering.