

VIKTORIIA PSHENYCHKO

Senior Product Designer

Product Strategy • UX Leadership • 0→1 Product Development • AI Products • Healthcare & SaaS

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PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years of experience leading end-to-end product design, product strategy, and cross-functional execution across healthcare, SaaS, marketplace, fintech, and creator-focused platforms. Proven track record building products from 0→1, establishing UX organizations, driving stakeholder alignment, and delivering measurable business outcomes. Experienced partnering with executives, product managers, and engineering teams to define vision, influence roadmap decisions, and scale impactful user experiences.

CORE COMPETENCIES

Product Strategy • Product Vision • Interaction Design • Mobile Design • Consumer Experiences • UX Research
Design Systems • Prototyping • Design Leadership • Cross-Functional Leadership • Stakeholder Management
User-Centered Design • Information Architecture • Design Thinking • Behavioral Design • Experimentation

AI-DRIVEN PRODUCT DESIGN

- Use AI-powered tools including ChatGPT, Claude, Figma AI, Cursor, and other generative AI solutions to accelerate research synthesis, ideation, content generation, prototyping, and workflow optimization.
- Apply responsible AI practices – including validation, bias awareness, and quality review – throughout design and product development processes.

WORK EXPERIENCE

Casechek www.casechek.com

Senior Product Designer, August 2021 – April 2026 (4 y 9 m)

End-to-end platform that automates vendor and surgical inventory management for hospitals.

- Established and led the company's first UX practice, defining design processes, research frameworks, and product experience standards across multiple product lines.
- Owned product vision and end-to-end experience strategy for web and mobile platforms, partnering with executive leadership, product, and engineering to drive adoption, operational efficiency, and business growth.
- Led discovery, prototyping, and cross-functional execution of complex initiatives from 0→1 through launch in ambiguous, high-stakes problem spaces.
- Mentored designers and championed user-centered decision-making, elevating design's role in strategic product discussions.
- Conceived and led design for the industry's first hospital inventory management platform – scaling to ~80,000 transactions/year across 60 U.S. hospitals, cutting documentation errors by 85% and labor costs by 80%.
- Pioneered the trademarked No-Touch PO™, reducing PO flow time by 36% (nearly 80% of bills auto-approved); designed Auto-Assign™ improving case support efficiency by 25%.

Julius www.juliusworks.com

Senior Product Manager, April 2020 – July 2021 (1 y)

End-to-end platform that automates creator discovery and influencer campaign management for brands.

- Defined product vision and roadmap for a creator discovery and campaign management platform – directly analogous to social and creator product challenges at Instagram scale.
- Drove cross-functional execution across design, engineering, marketing, and leadership; used behavioral and retention data to prioritize investments and optimize key metrics.

- Led product strategy for a competitor acquisition, integrating key differentiators to strengthen market positioning and reclaim ~10% of lost revenue via Bitly and Shopify integrations.
- Launched Influencer Hub 1.0, modernizing the tech stack and UX – boosting client retention and converting prospects into loyal customers.

AdvisorConnect www.advisorconnect.co

Product Designer, February 2017 – March 2020 (3 y)

End-to-end platform that streamlined prospecting and lead generation for life insurance financial advisors.

- Led end-to-end product design strategy across a fintech prospecting platform; built a scalable design system and drove UX improvements that increased satisfaction and reduced friction.
- Played a key role in launching pilot programs with Fortune 500 companies, driving client acquisition and revenue growth.
- Co-created myWorth, a content and community platform empowering women through financial education – American Web Design Award winner (2019), with direct parallels to social and creator-economy product design.

Freelance

UX Designer, February 2016 – February 2017 (1 y)

End-to-end marketplace that simplified consignment buying and selling through a community-driven sharing economy model.

- Led 0→1 design of a native iOS app from concept to launch; attracted 800+ prospects during pre-launch campaign.

Entrepreneurs Roundtable Accelerator & Freelance www.eranyc.com

Resident Product Designer, July 2014 – January 2016 (2 y)

NYC's leading tech accelerator.

- Partnered with early-stage startups across web and mobile, shaping user-centric product experiences and guiding founders through design strategy and go-to-market execution.

VOLUNTEER & COMMUNITY

- **Toptal Designer Screener** (2019–2020): Conducted 124 screening sessions, evaluated 483 applications across UX, UI, Interaction Design, and Branding.
- **ERA Mentor** (Since 2018): Advise startup founders on product design strategy across B2B, B2C, and D2C – led UX workshops and guided user-centered product development.

CERTIFICATIONS & MEMBERSHIPS

- **Certificate in User Experience** – Nielsen Norman Group | Credential ID 1091411 (December 2025)
- **Google UX Design Professional Certificate** – Coursera | Credential ID SS6E8UQ7JYU4 (January 2022)
- **Contemporary American Business Practices, Marketing** – Baruch College, CUNY, NYC (January 2017)
- **Design Leader** at Design Leadership Forum by InVision (2019–2024) | Design Member at Toptal (2019–2025)
- **Author:** 'Getting Acquainted: A Guide to User Onboarding Flows' - toptal.com/designers/ux/user-onboarding-flow

EDUCATION

- City University of New York / BMCC – Multimedia Programming & Design, A.S. (Honors) | Sept 2013 – Jan 2015
- Mariupol State University, Ukraine – Philology, B.A. (Honors) | Sept 2004 – June 2009

AWARDS

- **Graphic Design USA Design Award** – Network Navigator UX Design (2018)
- **American Web Design Award** – myWorth (2019)

EB-1 Green Card Holder