Nikita Sorokin

Senior UX/UI & Product Designer

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About

Senior UX/UI & Product Designer with **6+ years of experience** transforming complex business goals into intuitive, **high-impact** digital products. Specialized in building scalable **B2B/B2C SaaS** platforms, mobile applications, and complex dashboards across **FinTech, Web3, Mobility, and Health & Fitness**.

Bridges **business vision** and user needs with practical execution. Proven track record of scaling flagship products as a **Senior Designer**, driving end-to-end **design strategy**, collaborating with cross-functional teams, and **mentoring designers**.

Experience

U1CORE — Senior UX/UI Designer

JUL 2024 — APR 2026

Led end-to-end product design for complex multi-platform solutions, managing 3–4 concurrent projects. Spearheaded the user architecture and design strategy for a flagship B2B SaaS platform as Senior Designer, while mentoring team designers.

- **Design Leadership:** Served as Senior Designer on a flagship B2B SaaS platform; directed product design strategy, shaped core user architecture, and mentored & guided another designer on the team.
- **Revenue Growth:** Redesigned the core logic and user architecture of a B2B SaaS product, optimizing user flows and directly contributing to a revenue increase to $25,000+/day.
- **Design Systems & Scalability:** Established comprehensive design pipelines and scalable Design Systems from scratch, bridging the gap with engineering for seamless handoff.
- **Successful Launches:** Designed a Taxi Fleet SaaS solution reaching 1,000+ Daily Active Users, delivered a multi-platform Travel Service (Web + iOS/Android), and launched a high-converting ETF & Stocks investment platform.

Halo Lab — Middle UX/UI Designer

FEB 2021 — JUL 2024

Designed and shipped user-centric digital products for international startups and established businesses, owning the UX/UI process from concept to handoff.

- **End-to-End Design:** Created detailed user flows, wireframes, interactive prototypes, and scalable UI kits for web platforms, CRMs, and SaaS products.
- **UX Research & Architecture:** Conducted stakeholder interviews and competitive audits. Built robust product architectures applying frameworks like OOUX, JTBD, and CJM.
- **Data-Driven Iteration:** Formulated and tested design hypotheses for MVPs, significantly improving product metrics through iterative design and usability testing.
- **Cross-Functional Collaboration:** Presented design solutions directly to clients, provided accurate project time estimations, and delivered detailed specifications for developers.
- **Mentorship:** Guided and onboarded trainee and junior designers, sharing best practices and improving internal team workflows.

Self-employed — Freelance Digital Designer

FEB 2020 — FEB 2021

Started career in digital design, developing websites, landing pages, and visual assets for businesses and private clients using website builders and Adobe Creative Suite.

Skills

Design & Prototyping

Figma (Advanced), Wireframing, Rapid Prototyping, UI Kits, Design Systems (Atomic Design), Interaction Design, Mobile App Design (iOS/Android).

UX Research & Strategy

OOUX, JTBD, CJM, VPC, HEART, Usability Testing, Hypothesis Construction, A/B Testing, User Interviews, Information Architecture.

AI & Automation (AI-Native)

Advanced LLMs (Claude, Gemini, Perplexity, ChatGPT), AI Agents (Antigravity, Claude Code), Workflow Automation (n8n), Generative AI (Midjourney), Prompt Engineering.

Leadership & Process

Product Strategy, Stakeholder Management, Mentorship, Agile Methodologies, Cross-Functional Alignment, Developer Handoff.

Languages

English (Intermediate), Ukrainian (Native), Russian (Native).

Courses

Projector Institute

2024

Product Design Course

Design Kitchen

2020

UX/UI Course (Award winner)

Education

Kharkiv National University of Air Force

2022 — 2024

Master's in Software Engineering

Kharkiv National University of Air Force

2018 — 2022

Bachelor's in Computer Engineering