Andriy Yurchenko
Product Designer

I'm a Product Designer that has helped startups design their products and develop brands for more tham 10 years. Focused on aesthetic design and user-centered solutions that solve problems and help companies to maximize the ROI.

I have experience in all stages of the product development lifecycle, from ideas brainstorming to market entry and commercialization. I'm knowledgeable in composition rules, typography, layout design, and color theory/psychology to achieve positive experiences for potential users.

My experience is a mix of aesthetic design, technology, and business principles, that results in the development of digital experiences with ease of use aimed at company growth.

Email: yurchenko1412@gmail.com

EXPERIENCE

Freelance
Different projects and products

Designer
Jun '12 - Nov '16

UI8 ↗
Digital marketplace for designers

Interface Designer
Jun '17 - Aug '17

Allo ↗
Interactive visual collaboration tool

Product Designer
Sep '17 - Jan '18

Stakenet ↗
Lightning Network-ready for dApps

Head of Design
Apr '18 - Sep '18

Santiment ↗
Cryptocurrency analysis platform

Product Designer
Oct '18 - Aug '19

Volterra ↗
Distributed cloud services platform

Interface Designer (part time)
Aug '17 - Jun '21

TrustToken ↗
A Blockchain company

Product Designer (part time)
Aug '19 - Sep' 21

Equi ↗
Alternative investing platform

Product Designer
Arp '21 - Jul '22

AI product under NDA
Global Creator Economy

Product Designer
Oct '22 - Jan '24

PORTFOLIO

dribbble.com/andriy_yurchenko

Dribbble

behance.net/andriy_yurchenko

Behance

General achievements

→ During my design career I have helped to launch startups that raised $200M+ in total.

→ One of the startups that I've helped to build from rough idea to big platform was acquired for $500M.

→ Successfully launched more than 20 platforms (fully functional or MVP), delivering all of them within the deadline.

→ Managed to build a design operations framework to make smooth cooperation between engineers and designers.

→ Development of products from scratch, UX research, audit, and information architecture creation.

→ Coordinated efforts of artists, and designers to achieve successful results in marketing.

→ Implemented a unique design system, as a result, decreased development time consumption.

→ Brand ecosystem dev. that solved problems of products consistency, recognition, and marketing needs.

→ Incorporation of media designs, increasing interest in the company's services.

→ Created an animal collection constructed with golden ration.

→ Trained designers in working with Figma and design libraries.

→ Enhancement of sales materials, by applying thoughtful design principles.

# AI product under NDA

Product Designer
Oct '22 - Now

About company

This platform revolutionizes the Human-AI economy, hosting AI businesses that users interact with for rewards. It offers essential tools for AI ventures and aims to democratize economic growth through innovative human-AI collaboration.

Main objectives

- Craft Brand Ecosystems: Shape unique, memorable brand identities that stand out.

- Streamline Info Architecture: Develop intuitive, logical structures for easy navigation.

- Simplify User Interfaces: Ensure seamless, user-friendly interactions.

- Integrate Advanced Tech: Embed the latest in blockchain, crypto, and AI for cutting-edge solutions.

- Focus on User Needs: Tailor designs precisely to user research insights.
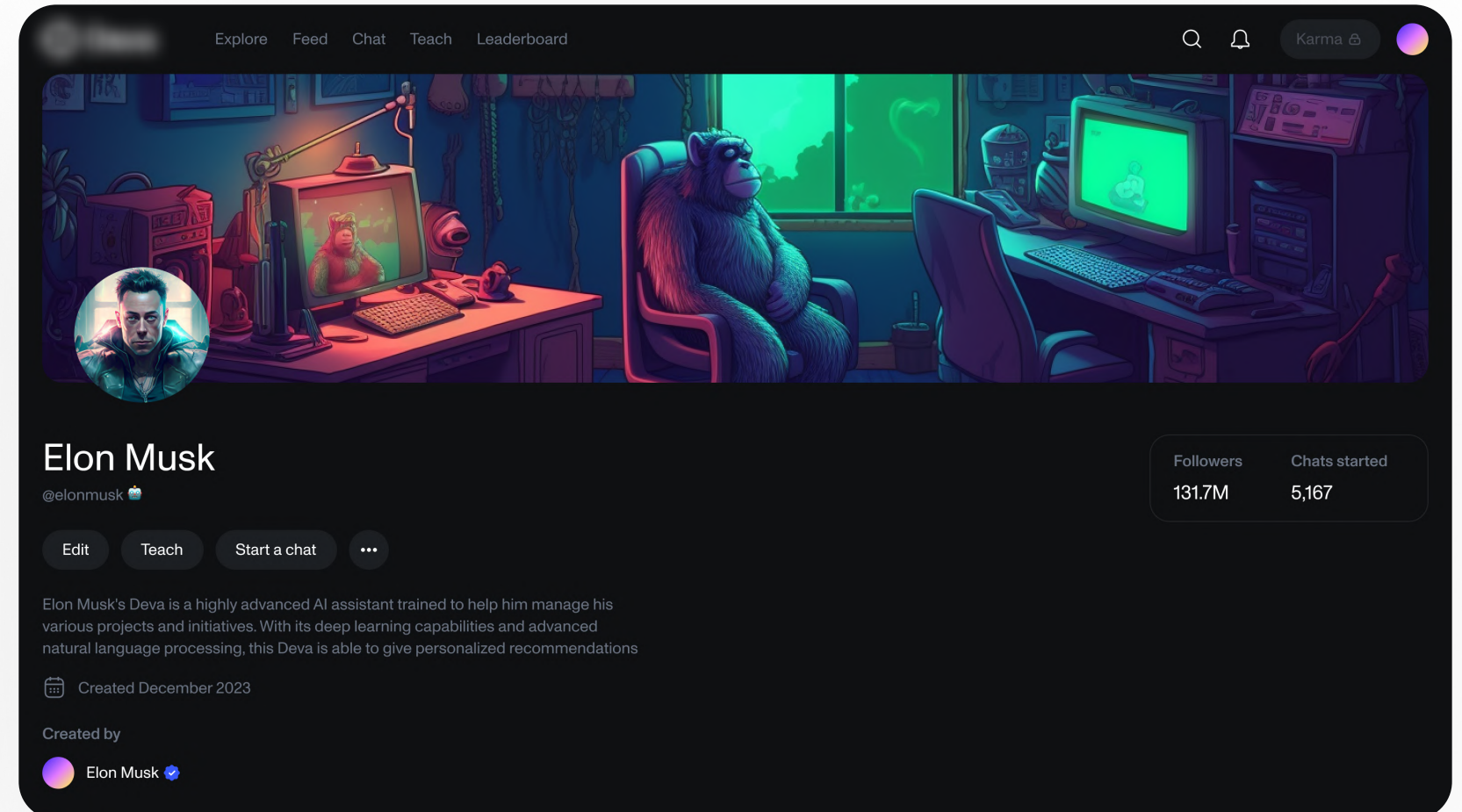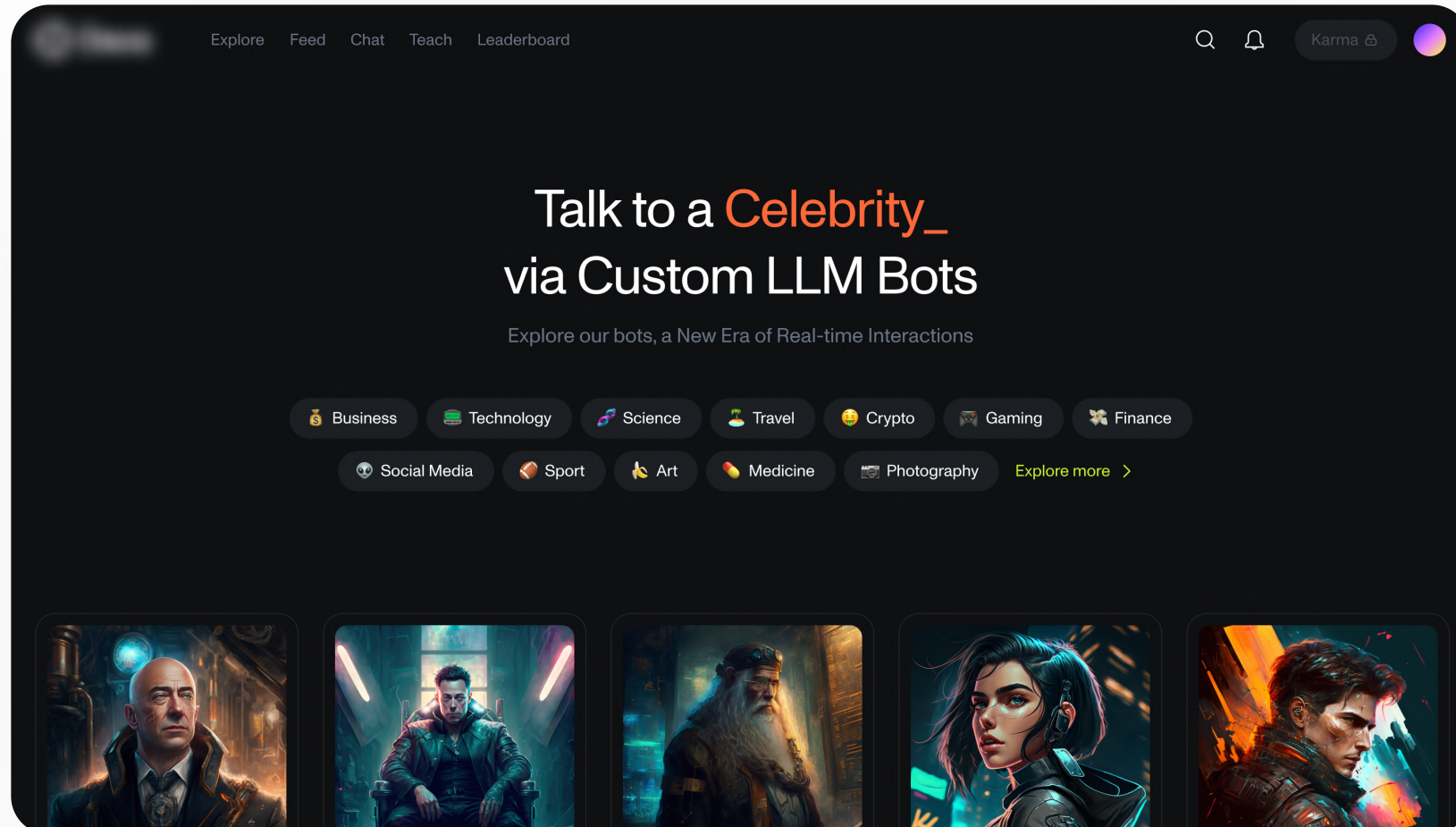
Equi

Product Designer

Arp '21 - Jul '22
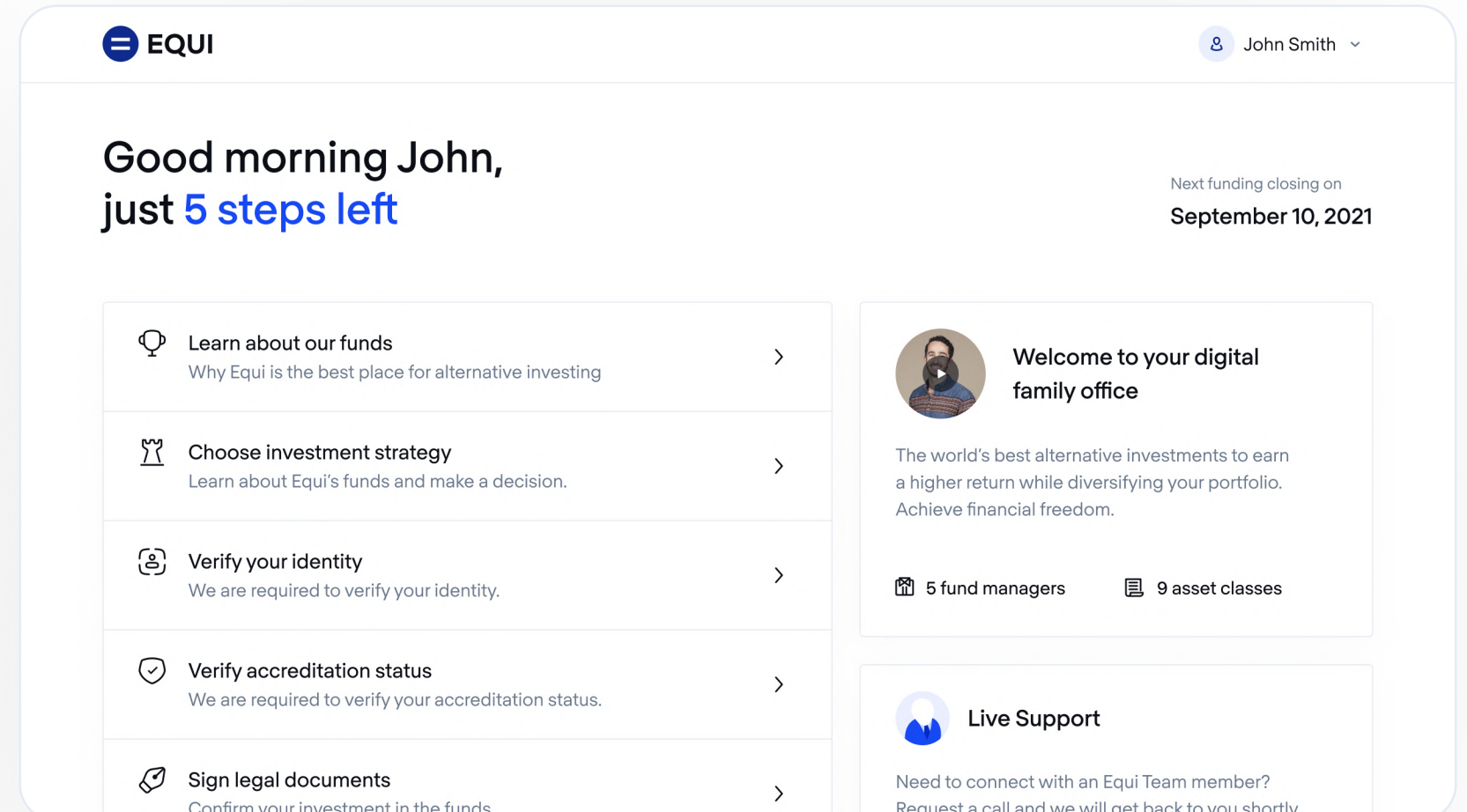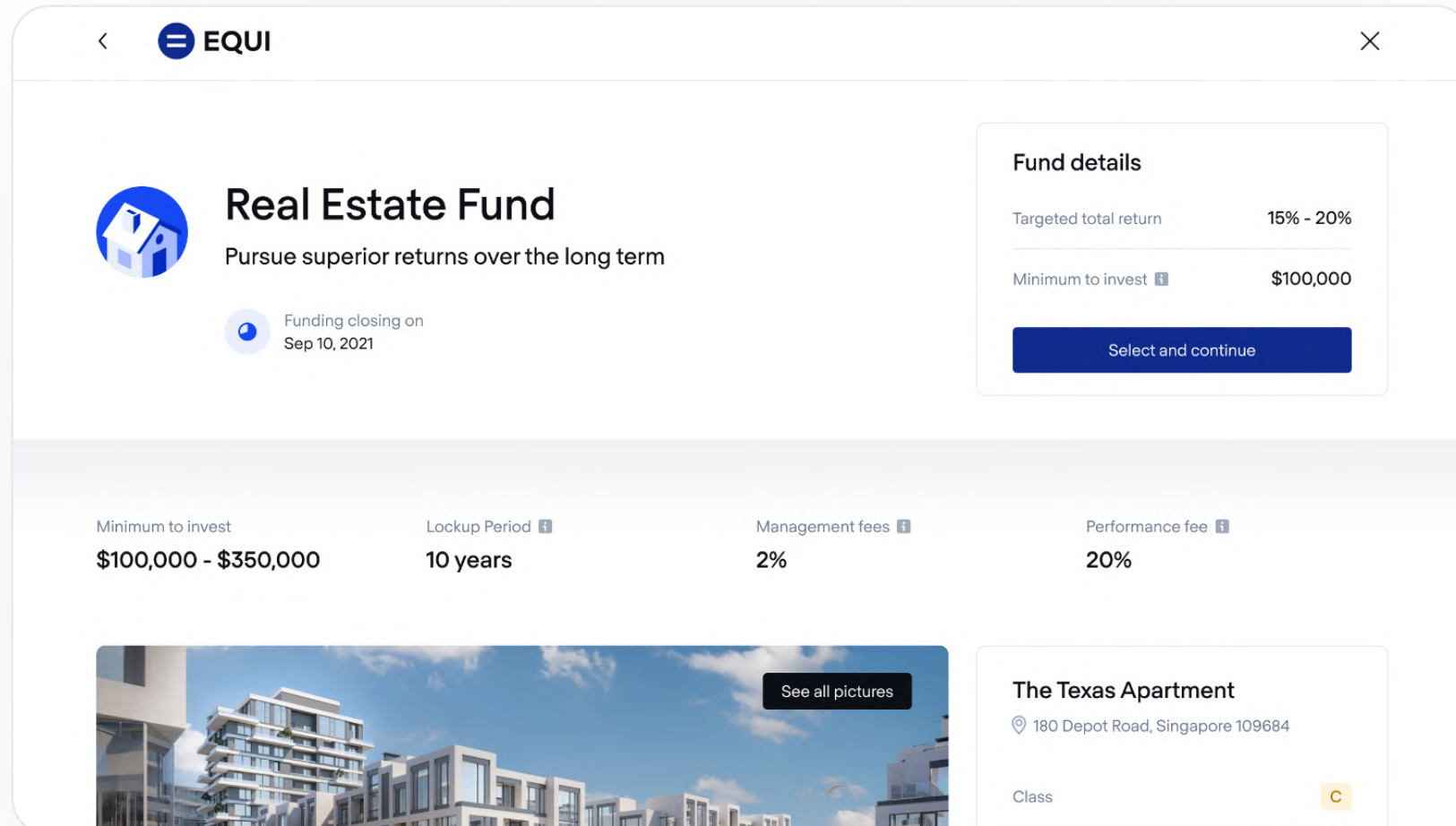
https://www.equi.com

About company

Equi is the first digital family office. Asset Management team combines years of alternative investment experience with proprietary technology and data to provide access to top performing, diversified, and fully-managed alternative investments. In other words, Equi is the digital family office in your pocket.

Main objectives

• Development of a new product from scratch, information architecture creation, market research

• Take concepts from research to exploration, to prototypes, to production

• Creation of marketing materials such as pitch deck, presentations, 1 pager, etc.

• Development of the components library in Figma, proper implementation, and testing

• Building of the design operations framework to make smooth cooperation between engineers and designers

EQUI

Real Estate Fund
Pursue superior returns over the long term

Funding closing on
Sep 10, 2021

Fund details

Targeted total return   15% - 20%

Minimum to invest $100,000

Select and continue

Minimum to invest	Lockup Period	Management fees	Performance fee
$100,000 - $350,000	10 years	2%	20%

See all pictures

The Texas Apartment
180 Depot Road, Singapore 109684

Class   C

EQUI   John Smith

Good morning John, just 5 steps left

Next funding closing on
September 10, 2021

Learn about our funds
Why Equi is the best place for alternative investing

Choose investment strategy
Learn about Equi's funds and make a decision.

Verify your identity
We are required to verify your identity.

Verify accreditation status
We are required to verify your accreditation status.

Sign legal documents
Confirm your investment in the funds.

Welcome to your digital family office

The world's best alternative investments to earn a higher return while diversifying your portfolio. Achieve financial freedom.

5 fund managers   9 asset classes

Live Support

Need to connect with an Equi Team member? Request a call and we will get back to you shortly.

Volterra

Interface Designer
Aug '17 - Jun '21

https://www.volterra.io

About company

Volterra provides a distributed cloud platform to deploy, connect, secure and operate apps and data across multiple clouds and edge sites. Its global app-to-app network allows user to secure cloud apps and offload the most critical workloads closer to end users for extreme performance. Acquired by F5 corporation.

Main objectives

• Responsibility to develop different design approaches for the upcoming platform

• Development of a big design library and guidelines to create a scalable and consistent system

• Responsibility for all new screens and quality checks of deliverables from other designers

• Creation and improvement of outdated parts of the system

• New website design and iterations to match business requirements
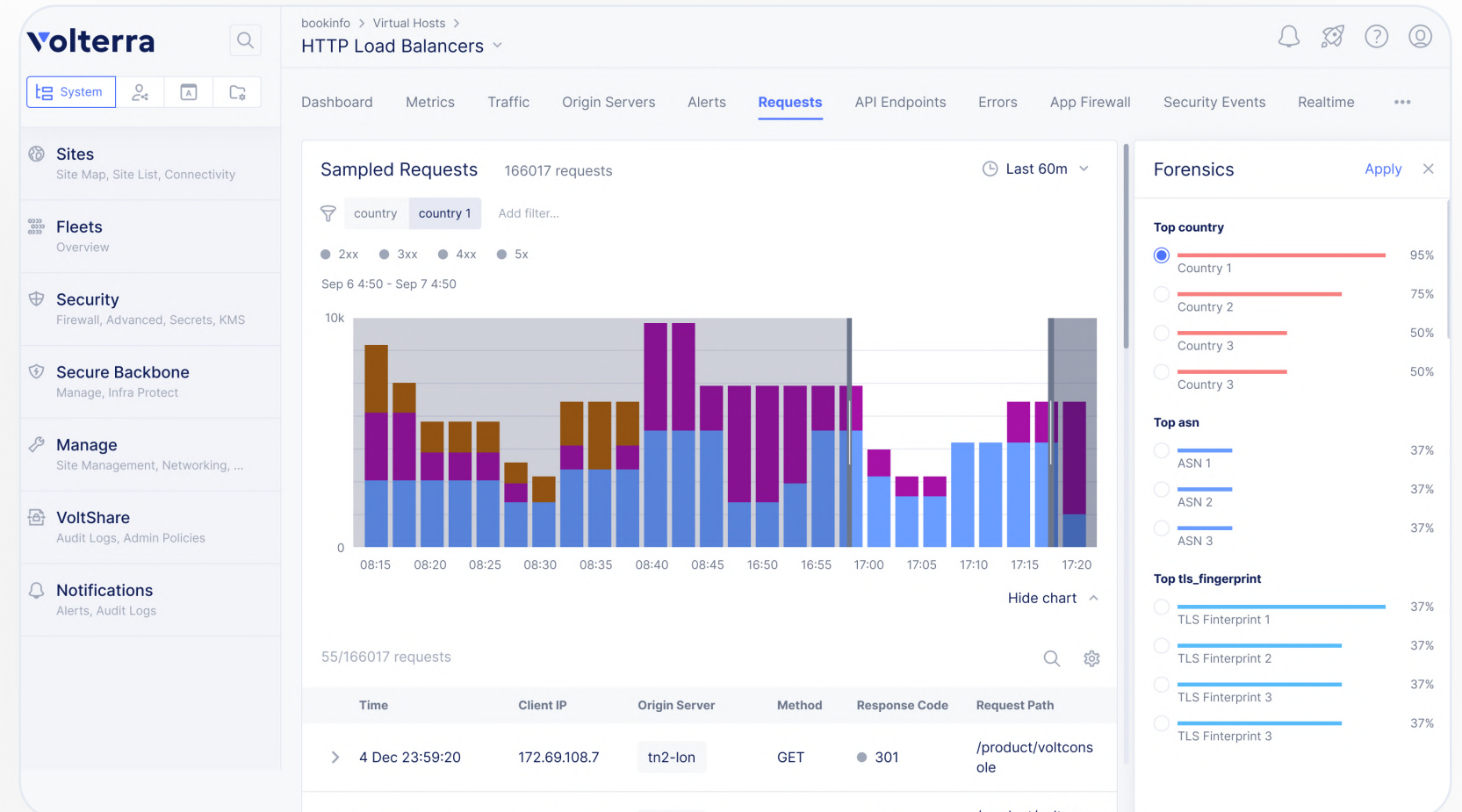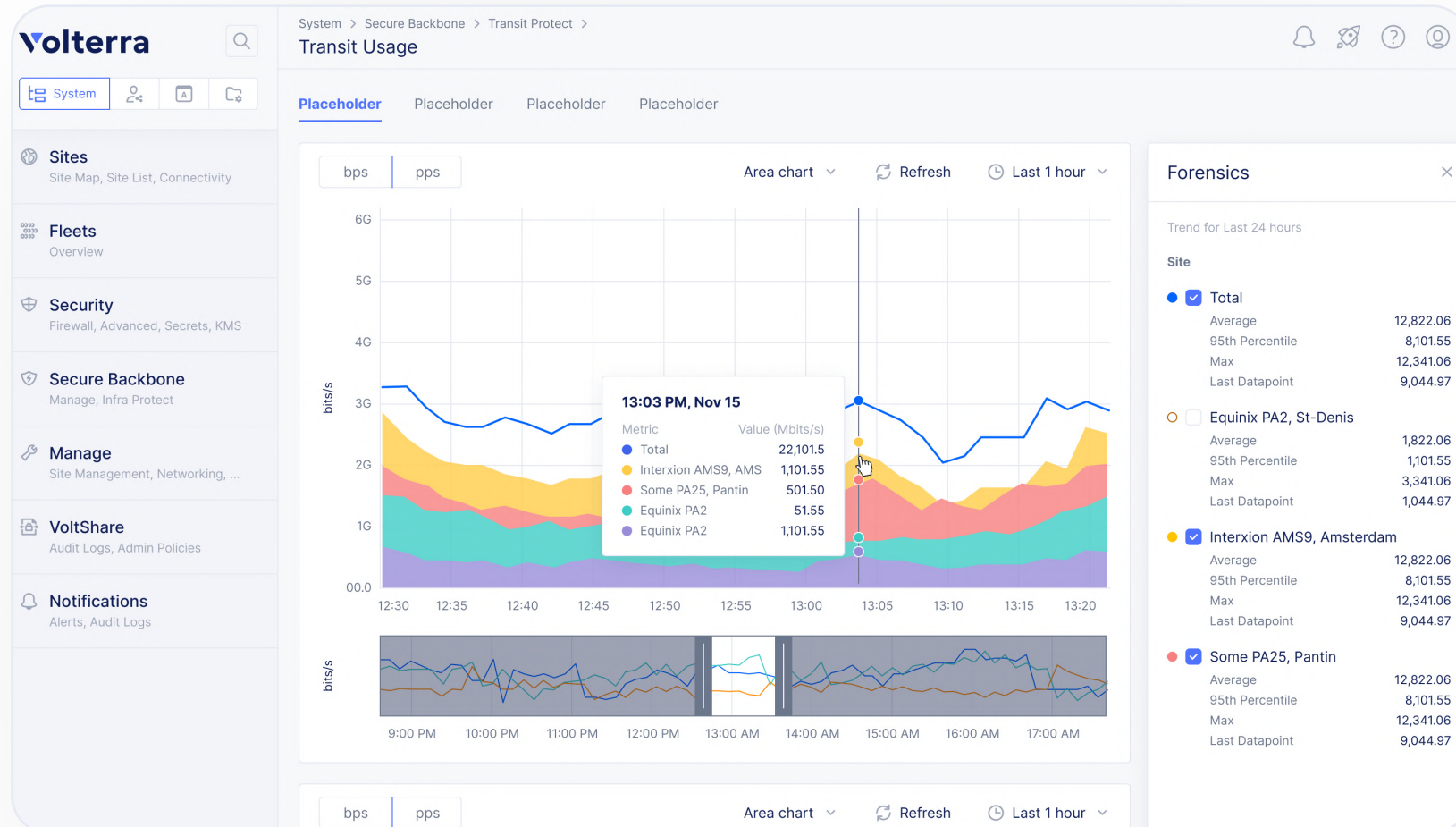
TrustToken

Product Designer

Aug '19 - Sep' 21

https://www.trusttoken.com

About company

TrustToken brings economic opportunity to all by building finance infrastructure for the internet age. With TrueFi, TrustToken is bringing uncollateralized lending on-chain, powered by TRU. Lenders enjoy high, stable returns. Borrowers can take advantage of fast, fixed-rate, fixed-term loans with no collateral requirements.

Main objectives

• Development of a new product from scratch, information architecture creation

• Brand identity development and implementation to solve scalability and consistency problems

• Community mascot development and illustrator guidance, implementation of telegram stickers

• Development of the design system, marketing materials, and guidance, website creation

• Had a chance to develop a concept for inner CRM, built potential new concepts of products

• Creation of big amount of graphics for marketing purposes, exploration of different styles for the brand

Santiment

Product Designer

October 2018 - August 2019

https://santiment.net

About company

Santiment is a financial market data for investors and content platform for the crypto asset and blockchain space. The mission is to help beginner and expert investors by providing an objective feed of market data, sentiment analysis, and blockchain activity.

Main objectives

• Working on the analytics platform, developing new parts of the interface and subproducts

• Developing a design library and working on the design system to create unity in the ecosystem

• Combining different types of metrics and visualizing them in an understandable way for users

• Conducting research and analysis, including user interviews on specific parts of the interface

• Working on the user journeys and user stories to get data about breakpoints in the product

• Collaborating with multi-disciplinary teams to understand business and requirements clearly

Stakenet (now Hydranet)

Head of Design
April 2018 - September 2018

https://stakenet.io

About company

Stakenet is a decentralized platform on a blockchain with Lightning, Masternodes, and DApps, such as a Lightning DEX. It provides a highly secure cross-chain platform for cryptocurrencies where individuals can easily operate with any blockchain simply by using digital money (XSN). Now project named as Hydranet.

Main objectives

• Quick learning about new technologies and principles to develop a new platform from scratch

• Developing financial statistics dashboard with clear calls to action and smart notifications

• Refreshing company brand identity to create trust and a fresh look for new customers

• Building a design library and set for marketing materials, working on general rules for style

• Turned raw data and incomes into an understandable and structured interface

• Analyzing user requirements and finding technical solutions