

Denys Osadchyi

Senior Product Designer, Design Engineer

AI Workflows · Complex SaaS · Design Systems · 0→1
15+ years of experience



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PROFILE

15+ years designing complex B2B products across SaaS, DevOps, fintech, and DAM. I build products from scratch and own design systems end to end, from tokens to engineering adoption.

Design engineering is where I actually spend my energy now. I run Claude Code and my own AI pipelines to move from concept to production faster than a design process normally allows. I ship free design tools that 100 designers use in their own work, and build custom automation solutions for design workflows through AI pipelines.

I teach design engineering in a live course, helping designers transform for an AI-native workflow, and have graduated 80+ designers so far. I also build production grade front ends and run my own infrastructure, Linux servers, Docker, deploy pipelines. I work where design and code stop being separate stages.

CORE COMPETENCIES

AI Product Design

From JTBD and research to detailed UI in complex domains using Figma and Claude Code

Design Systems

Build from scratch, tokens, theming, documentation, adoption & governance in Figma and code

Team & Process Leadership

Hiring, mentoring, review culture, quality standards, client & stakeholder management

Engineering Collaboration

Deep collaboration with engineering — I don't throw specs over the wall, I ship design in code too

Design Engineering

Built an AI design tool end to end, solo, generating shippable screens from real production code instead of static mockups

Founder's Mindset

Understand constraints, trade-offs, and what "good enough to ship" means from running own agency

EXPERIENCE

Product Designer & Design Engineer Apr 2026 – Jun 2026

(3-month contract) B2B marketplace platform

- Designed and built an internal AI design studio end to end, sole contributor across design, architecture, and code: generates live pages that render real production components instead of static mockups, closing the gap between design intent and shipped code
- Cut design iteration time from about a week to a couple of hours
- Delivered 263 generated screens across 33 task folders, assembled from 1,293 real product components
- Built a quality pipeline with automated checks and two human sign off gates, so nothing shipped on a false green

UX Designer Mar 2022 – Mar 2026

Scalr · Terraform/OpenTofu automation platform for DevOps & platform engineering teams

- Owned full product design cycle: JTBD framing, user feedback analysis, concept design, detailed UI, and close collaboration with engineers during implementation
- Built a comprehensive design system from scratch — all components, variants, light/dark themes on design tokens, master file as single source of truth

- Migrated design system from custom framework to Ant Design, adapting all components for complex domain-specific needs
- Maintained and evolved the design system over 4 years — releasing optimized components, writing documentation, auditing implementation, supporting frontend engineers
- Designed new product features end-to-end: workspaces, run pipelines, policy management, environment structures — grounded in real DevOps user mental models
- Worked in a lean design team (2–3 designers), taking full ownership of core product areas and cross-functional delivery

Founder & Design Director Feb 2018 – Oct 2023

Nerdfox Design · Product design agency

Founded and led a product design agency of 5 designers — established processes, quality standards, review workflows, and delivery pipelines from scratch

- Directed and hands-on designed 10+ digital products end-to-end: complex SaaS tools for financial and asset management companies
- Managed the full client lifecycle with founders and C-level stakeholders across Europe, UK, Netherlands, Belgium, and UAE
- Focused on products with complex architectures: multi-step workflows, data-heavy dashboards, role-based access, domain-specific UX patterns

Senior Product Designer Jul 2019 – Apr 2022

Daminiom Software · On-premise Digital Asset Management platform (800+ companies)

- Led a full redesign of the legacy product — rethought information architecture, navigation, and core workflows for web and Windows desktop applications
- Built and maintained a design system with light and dark themes ensuring consistency across platforms
- Conducted usability research and iteratively improved product experience; bridged design intent with engineering constraints throughout implementation

Senior Product Designer May 2019 – Mar 2022

Chrono.tech · Payment and workforce solutions

- Designed an invoicing and payroll product from 0→1 — competitive research, user flows, full UI and design system
- Created interface enabling businesses to pay contractors and employees via cryptocurrency

Earlier Experience

Ainves (founding designer, blockchain marketplace, 2019) · memCrab Studio (senior UX/UI, 2018) · Gyanec.NET (lead designer, 2013–2016) · Freelance web design (2008–2013)

RECOGNITION & PUBLIC WORK

- **Featured by Figma** — highlighted alongside Microsoft and Google in the official Figma Community launch blog
- Speaker at design conferences — design systems, AI-assisted development for designers, agency leadership
- Workshop facilitator and mentor for designers at various career stages

TOOLS & STACK

Design: Figma · Prototyping · Design Tokens · Component Libraries · Ant Design

Code & AI: Claude Code CLI · AI-assisted development · SDD

Domains: B2B · Fintech · SaaS · DevOps