Serhii Trut

Product Designer | B2B SaaS, platforms, design systems

Ukraine, Odesa

Remote | GMT+2

Portfolio | LinkedIn | Telegram | trut1998@gmail.com

SUMMARY

Product designer with 8 years in design, 5+ of them in product. Worked in-house at a vehicle inspection and fleet management SaaS (mobile, web, dashboards). Since 2023 working independently on platforms, design systems, and social-impact products. Strongest at turning complex workflows into clear interfaces and building systems that speed up development.

SKILLS

Product: UX research, information architecture, user flows, wireframing, prototyping

Systems: design systems, components, multi-platform (web, iOS, Android), responsive layouts

Craft: interaction and motion design, landing pages, visual identity

TOOLS

Figma (incl. Sites, Make) | Framer | After Effects | Photoshop | Illustrator

Claude (incl. Design) | Adobe Firefly | Google AI Studio | Jira | Notion | Google Analytics

EXPERIENCE

Product designer | Independent

Dec 2023 - now

Platforms

Co-designed with Marie Dyachenko

Hiry. We conducted competitor analysis to identify opportunities and gaps in the market. We worked on wireframes, designed UI, and building a consistent design system. Our focus was on researching and creating solutions to improve freelancer engagement and retention on platform.

Travel / Hospitality

Co-designed with Marie Dyachenko

Hospitable. Built the design system: foundations, components, states, and variants in one reusable library.

GreenTech (donation & impact platform)

Treepilya. Designed the website for a reforestation initiative restoring war-damaged forests. Goal: turn attention into donations from investors and individual donors. Built the page as a story from the problem to the donation.

Product designer | Driveroo/ROO.AI

Aug 2018 - Oct 2023

SaaS | Vehicle inspection and fleet management

Joined as a design intern in 2018, took over core product features by 2021.

- Owned design for core features of the mobile inspection app and web platform, from requirements to developer handoff.
- Redesigned the fleet management dashboard: simplified dense data, navigation, and task flows for daily use by fleet managers.
- Built the first design system from existing UI patterns, so new features reuse components instead of redrawing them.
- Redesigned the marketing site and landing pages for acquisition.
- Prepared pitch decks and sales materials for partnerships.

Visual designer | Wake Up Ideas Feb 2018 - Aug 2018

Marketing

Brand identities, packaging, and social creatives for hospitality brands.

COURSES

UX/UI Design | Mobios
Dec 2016 - Mar 2017

Motion Design | Projector
Nov 2020 - Jan 2021

LANGUAGES

English - **B2**

Ukrainian, Russian - **Native**

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