OLEKSANDR LYTVYNENKO

UX/UI DESIGNER · WEB & MOBILE · IGAMING, PAYMENTS, E-COMMERCE

CONTACT INFORMATION

My website / litvuha07@gmail.com / +380 99 683 43 20 / Ukraine / LinkedIn / Telegram / Behance / Dribbble

SUMMARY

UX/UI Designer with 8+ years designing web and mobile interfaces for iGaming, e-commerce and education products. The last four years focused on casino, sportsbook and payments, including a B2B platform serving 40M+ registered users.

Strong in interaction design, complex multi-step flows and data-heavy interfaces, from player-facing apps to operational back offices. Builds token-based Figma design systems, designs every interface state, and validates solutions with interactive prototypes, usability testing and behavioral analytics. Works closely with product managers, developers and QA from first wireframe to implementation review. Open to full-time remote roles.

SKILLS

Interaction & UX Design: User Flows, Information Architecture, Navigation Design, Wireframing, Interactive Prototyping, Micro-interactions & Motion, Edge Cases, Error & Empty States

UI Design: Web & Mobile UI, Responsive & Mobile-First Design, Visual Hierarchy, Typography & Layout, Light/Dark Themes, Data-Heavy Tables & Back-Office Interfaces, Landing & Promo Pages

Design Systems: Figma Variables & Design Tokens, Component Libraries, Variants, Auto Layout, Atomic Design, Pattern Documentation

Research & Validation: Prototype-Based Usability Testing, Microsoft Clarity (Session Recordings, Click & Scroll Maps), Competitor Analysis, A/B Test Variations

Domains: iGaming (Casino, Sportsbook, Payments, Bonuses), E-commerce, B2B Back Office, CRM/ERP, EdTech

Delivery & Tools: Figma, Developer Handoff, Design QA, Adobe Photoshop, Adobe Illustrator, Webflow, Tilda, Wix, HTML/CSS (basic), AI tools for exploration

Languages: English — B1 (Intermediate), Ukrainian — Native

EXPERIENCE

UX/UI Designer — Atlaslive Jun 2024 – Aug 2026 · Full-time

B2B provider of modular sportsbook and casino software; platform serves 40M+ registered users.

- Led end-to-end UX/UI for **Advanced Deposit**: payment-method selection, preset amounts, bonus and no-bonus paths, error and empty states, and modal behavior for variable content lengths.
- Initiated the redesign of the back-office **payments table**; worked with the Payments team lead to restructure data presentation, navigation and row actions around real operator workflows.
- Designed player-facing UI for web and mobile: homepage Quick Actions, promo and content pages, a reworked mobile bottom navigation, and contributions to the sportsbook bet slip.
- Restructured back-office navigation for the operational platform.
- Modernized the Figma design system: migrated color and typography styles to tokens and variables, built reusable components and refined patterns for new features.
- Analyzed Microsoft Clarity session recordings, click maps and scroll maps to find usability issues and assess released changes with the team.
- Built interactive prototypes and motion to communicate flows; designed acquisition landing pages and game-cover concepts; used AI tools to check requirements and compare early directions.

UX/UI Designer — Newtrex Sep 2022 – Mar 2024 · Full-time

IT company building and supporting international web and mobile products.

- Redesigned the casino mobile app end to end, covering every screen and core journey; the full redesign shipped to production.
- Designed core flows: registration, sign-in, password change, account verification (KYC), deposits and withdrawals, bonuses, game browsing and search, transaction history.
- Redesigned player profiles and homepage content blocks; designed VIP casino pages.
- Validated key journeys with interactive prototypes in task-based usability tests with colleagues from other departments.

UX/UI Designer — Dudka Agency Jul 2021 – Jul 2022 · Full-time

Design and development agency delivering websites and digital products.

- Designed the full UX/UI of a UN training platform on combating human trafficking in Ukraine from scratch, for desktop and mobile.
- Designed complete e-commerce journeys: catalog, search and filters, product page, cart, checkout and customer account.
- Delivered landing pages, online stores and websites for escape-room and furniture businesses, from first prototypes to final UI.
- Built design systems with reusable components and interface states; clarified requirements with clients, walked developers through interactions and reviewed implementation.

UX/UI Designer — Freelance May 2018 – Jul 2021 · Remote

Independent projects, including work with MX Studio and IDMA Ltd.

- Delivered UX/UI for websites, e-commerce, web and mobile apps, and CRM/ERP interfaces: prototypes, responsive UI, components, states, handoff and implementation review.
- Designed online stores and food-ordering sites: catalogs and menus, cart, checkout and delivery-order flows.
- Designed online casino player profiles, sign-in flows and promo landing pages.
- Created landing pages and websites for crypto, solar-energy, video-production and consignment businesses; built sites in Webflow, Tilda and Wix; designed logos and social media visuals.

EDUCATION

PhD Candidate — Professional Education (Digital Technologies) Sep 2024 – Present

Sumy State Pedagogical University named after A. S. Makarenko

Refactoring UI — Tailwind CSS Nov 2020 – Jan 2021

Hierarchy, layout and spacing, typography, color, depth and imagery.

UX/UI Designer — Skillbox Aug 2018 – Feb 2019

UX design, data-driven design, visual design, presentation and animation.