

Pavlo Sydorenko

Senior Product Designer | iGaming, SaaS, AI | Design Systems

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SUMMARY

Product Designer with 8+ years of experience shipping products across iGaming, enterprise AI and SaaS. Led a design system adopted across five casino brands, launched an internal AI app at Deloitte, and consistently bridged design, product and engineering in fast-moving teams. Focused on mobile-first, research-driven design that delivers measurable results.

EXPERIENCE

Product Designer Jul 2026 - Present
Coolbet (Sportsbook and Casino), Tallinn, Estonia

- Design player-facing experiences for a licensed sportsbook and casino operator: player account, wallet and bonus flows, registration and onboarding.
- Work closely with product managers and front-end engineers; contribute to the product design system.

Head of Design Jun 2024 - Jul 2026
Star Crown (iGaming), Cyprus, Remote

- Built a scalable design system adopted across five online casino brands, reducing design inconsistencies and accelerating delivery.
- Connected design, product and affiliate teams into a unified workflow.
- Introduced feature standards that measurably improved UX quality and user engagement.
- Drove design decisions through Agile (Scrum, Kanban) and Double Diamond processes.

Senior UI/UX Designer (Part-time) Apr 2024 - Oct 2024
Deloitte (Audit, AI), United States, Remote

- Designed and shipped an internal AI mobile app enabling smart search across company data for enterprise-scale internal use.
- Drove continuous UX improvements post-launch through data analysis and user feedback loops.
- Worked within strict enterprise compliance and data security requirements.

Product Designer (Part-time) Jun 2023 - Jun 2024
Typeface (AI content platform), United States, Remote

- Designed core workflows for an AI-powered content platform enabling fast, high-quality visual production.
- Streamlined creative processes for managers and designers, contributing to a 20% boost in team efficiency.

Product Designer Apr 2023 - Sep 2023
BallSquad (SaaS), Poland, Remote

- Led a full end-to-end redesign of the mobile app, from UX research to shipped product.
- Redesigned core user flows, introduced new features and improved information architecture based on user research.

Design Team Lead Jul 2022 - Mar 2023
White Label Agency (Outstaffing), United States, Remote

- Established design workflows and standards adopted by the team long-term.
- Mentored junior and mid-level designers, improving collaboration and output quality.
- Delivered projects for global clients while introducing Agile practices and running internal design workshops.

UI/UX Designer Jun 2020 - Jul 2022
White Label Agency (Outstaffing), United States, Remote

- Designed user-centric interfaces for websites and SaaS applications, collaborating directly with developers.
- Ran usability testing cycles and iterated on designs based on user feedback and product KPIs.

UI/UX Designer, Graphic Designer Mar 2018 - Jun 2020
4444 Slots (Gambling), Kyiv, Ukraine

- Created brand identities and led the visual launch of physical casino venues across Ukraine.

SKILLS

Product Design: UI/UX Design, Product Design, Design Systems, Design Tokens, DesignOps, Interaction Design, Information Architecture, Mobile-first Design, iOS and Android (HIG, Material Design), Wireframing, Prototyping, Accessibility (WCAG), Product Roadmaps

AI Products: Designing for AI/ML Products, Conversational UI, Human-AI Interaction, Prompt UX, Agentic UX Patterns

Research: User Interviews, Usability Testing, A/B Testing, Card Sorting, Tree Testing, Data Analysis, Double Diamond

Tools: Figma, FigJam, ProtoPie, Framer, Webflow, After Effects, LottieFiles, Maze, Dovetail, Notion, Cursor, Midjourney, ChatGPT, Claude

Languages: English (B2), Ukrainian (C2), Russian (C2), Estonian (A2), Italian (A1)

Domains: iGaming (Casino, Sportsbook), Player Account and Payments, Enterprise AI, SaaS

EDUCATION

Master's degree, Software, National Aviation University, 2019 - 2021

Bachelor of Engineering, Kharkiv Aviation Institute, 2016 - 2019

Certificates: Google UX Design Professional Certificate (Coursera, 2023); UI/UX Design Specialization (California Institute of the Arts, 2020)