

Dmytro Shopinskyi

Product designer · UX/UI design

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Summary

Product & UI/UX designer with 5+ years from Lviv and 70+ shipped projects across healthcare, SaaS, fintech, crypto/NFT, e-commerce and real estate. I think in systems, not screens, turning founders' raw ideas into working products under real business and engineering constraints. I use AI as a thinking partner for research, hypotheses and metrics.

Experience

Product / UI/UX Designer at Riseapps (full time) — 18 projects — 09/2023-01/2026

- Led design across Healthcare, SaaS and AI tools, often starting from a founder's rough idea with no existing assets.
- Moved fast from ambiguity to prototypes, wireframes and a working design system.
- Partnered directly with business analysts and engineers inside live sprints, optimizing design for what dev could actually ship – speeding delivery and cutting rework.
- Used AI as a working advisor for information processing, hypothesis building and metrics analysis.

UI/UX Designer at Nixtio (full time) — ±10 projects — 02/2023-08/2023

- Designed interfaces, websites and browser extensions across NFT, finance, gamedev, healthcare and real estate.
- Specialized in data-dense dashboards – packing large volumes of data and metrics into clear, readable interfaces.
- Built crypto interaction models, including wallet-connect and transaction-confirmation flows.

UI/UX Designer → Lead Designer Afterglow (full time) — ±50 projects — 05/2021-01/2023

- Grew from UI/UX Designer to Lead Designer.
- Built the team's first design system, component templates and working standards – doubled design speed, adopted by 5 designers, became the studio standard.
- Designed apps, dashboards and websites for finance, crypto, NFT, e-commerce, fashion, beauty, medicine and corporate clients.
- Delivered an e-commerce/fashion redesign that lifted conversion by ~ 35%.

Web Designer at Octolab (full time) — ± 14 projects — 01/2020-03/2021

- Designed ~14 startup landing pages and corporate websites end to end, many on WordPress.
- Built a conversion-driven design approach that shaped every later role.

Web Designer at Freelance — ± 25 orders — 2019-2020

- Delivered ~25 self-sourced projects, owning scope, pricing and deadlines – equal parts design and project management.

Skills

Design & Process:
UI, UX, Design systems, Wireframing, Prototyping, Interaction design, Visual design, Responsive/adaptive, Mobile & web, Design handoff, Component libraries, Design tokens, Accessibility (WCAG), Information architecture, User flows, Branding, Logo design.

Research & Validation:
User research, Usability testing, Heuristic evaluation, Competitive analysis, Surveys, A/B testing, Personas, Journey mapping, UX copywriting.

Tools:
Figma, FigJam, Figma Sites, Figma Make, Photoshop, Illustrator, Maze, Webflow, Framer, Notion, Miro.

AI Tools:
Claude, Midjourney, ChatGPT, Cursor – used for research, hypotheses, prototypes and metrics analysis.

Building:
React Native, Expo – build and ship simple apps end-to-end with AI-assisted coding.

Portfolio

Check out my Dribbble & Behance.

Education

AI for Designers by Shain.
Self-taught – learned through open resources and on-the-job practice rather than a formal design program. Continuously sharpen specific skills through targeted courses and workshops as tools and methods evolve.

Languages

Ukrainian (native)
English (B1)

Interests

Trekking, hiking, camping, mountains, nature observation, astronomy, nutriciology, quality music, deep movies.