

# Zhenya Baranchik

SENIOR PRODUCT DESIGNER · 6 YEARS

End-to-end product design across B2B SaaS and consumer mobile, including 0-to-1 product work, complex workflows, user research, design systems, and developer handoff.

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[Portfolio](#)

## EXPERIENCE

Now You Know / Sole Product Designer

November 2025 - July 2026

Sole product designer on a consumer learning app, leading the V2-to-V3 redesign shipped on iOS and Android.

- Partnered with the founders on product strategy, shaping priorities and what to build next.
- Reframed the product around a journey-based learning experience with Guided Practice at its core.
- Built the design system from scratch in Figma, using AI-assisted workflows for variables and components, then refining and scaling it across the product.
- Used Amplitude to guide post-launch iteration and worked with the development team in Hungary through planning, development, and release.

Workiz / Product Designer

February 2022 - May 2025

B2B SaaS platform for field service businesses, serving 23,000+ companies during my time there.

- Owned end-to-end product design across the Core, Automations, and Communication squads, covering complex operational and customer-facing B2B2C workflows across desktop and mobile.
- Used customer feedback, FullStory, and product data to simplify self-serve workflows. After the automation redesign, automations created per account increased by 12%.
- Partnered with PMs, engineers, QA, and analysts from problem framing through launch, balancing user needs, business goals, technical constraints, and existing user habits.
- Expanded the design system across desktop and mobile, including most of the mobile system, and designed AI-assisted capabilities for core workflows.

Branded / UX/UI and Branding

September 2020 - February 2022

Sole designer at a small studio

- Designed mobile and tablet apps for clients across industries, concept to launch.
- Built complete brand identities and brand books from scratch - logo, typography, colours, and usage guidelines.

## EDUCATION

Shenkar College of Engineering and Design

2014-2019

B.A. in Visual Communication

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|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKILLS    | Product design, product strategy, user research, design systems, interaction design, visual design, mobile product design, complex workflow design, prototyping, usability testing, data-informed design, AI-assisted design workflows, design-to-code |
| SOFTWARE  | Figma, Figma Make, Claude Design, v0 / Claude Code + MCP, VS Code, GitHub, Vercel / Amplitude, FullStory, Gemini                                                                                                                                       |
| LANGUAGES | English (professional) Hebrew (fluent) Russian (native speaker)                                                                                                                                                                                        |