



Yevhenii Rudenko

Lead Product Designer | UI/UX & Web Design



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SUMMARY



Multilingual UI/UX designer with 10+ years in webpage development and branding.

Designer-developer hybrid (UI/UX + code). Worked on campaigns for **Disney, Adidas, Under Armour** and fintech accounting platform **ApprovalMax**. Strong cross-cultural communication and mentorship.

STRENGTHS

Insights

100+ landing pages, visuals for SMM, Expo, radio shows
Branding – corporate rebranding for ApprovalMax
Leadership – mentored 5–6 juniors, team workflows

Languages

English (Fluent), Ukrainian (Fluent), Russian (Fluent),
Serbian (A2), Polish (B1), Norwegian (B1), Italian
(Conversational), Spanish (Conversational)

EXPERIENCE



Partypoker, ukrainian legal iGaming app



Fully remote



2025 —

Led end-to-end UX/UI design of the desktop poker application.
Designed onboarding, lobby, gameplay, cashier, and withdrawal flows.
Delivered hundreds of screens and dialogs now in production.
Built a scalable Figma design system using Atomic Design.
Conducted usability testing and gameplay observation to improve UX.
Prepared happy-path QA scenarios and validated key user flows.
Collaborated with C++/QML developers throughout implementation.



ApprovalMax



Fully remote



2021 — 2023

Led brand & website redesign → helped secure corporate clients.
Built **100+** responsive pages (events, webinars, partnerships).
Produced visuals for Xerocon London/Sydney/Toronto → growth in inbound leads.
Collaborated with CMO, PMs and stakeholders (Slack/Zoom).
Delivered the ApprovalMax × Airwallex partnership landing page used in client acquisition.



Azerion (former InskinMedia)



London HQ / Kyiv office



2017 — 2021

Shipped **200+** digital campaigns for major **UK/DE/ANZ** brands (Adidas, Nike, Cisco, Dell, Disney+).
Built advanced microsites and **cross-browser GSAP** animations.
Mentored new designers; established **JS/CSS** guidelines.
Worked closely with **Ad Ops** and **Sales**.