

Yan Hladchenko

PRODUCT DESIGNER

BUDAPEST, HUNGARY
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WORK EXPERIENCE:

 **PDF Expert** (*3 million MAU*)
Senior Product Designer • Web App
JAN'2026 — PRESENT

- Redesigned sign-in and sign-up end to end, lifting flow completion from 27% to 59%.
- Rebuilt the empty-state experience for new accounts, lifting PDF uploads by 18%.
- Built an internal AI design environment — designers generate and pressure-test interface concepts directly inside the product shell, validating directions before engineering time is committed.
- Defined the design vision as the web app moved from MVP to a full product: page layout system, design principles, and visual direction now used across the app by the design team.

 **Raiffeisen Bank** (*2 million MAU*)
Senior Product Designer • Lending
JUN'2023 — DEC'2025

- Led a full redesign of the credit card application and management experience — card openings +29%, card usage +24%.
- Redesigned the end-to-end cash loan application flow, increasing completion rate by 31%.
- Co-led the launch of a new cash loan product, recognised internally as one of the bank's top launches of 2024.

 **TEMA** (*Startup*)
Founding Product Designer
DEC'2022 — JUN'2023

- Sole designer on a team-productivity app: defined user needs and product flows, designed the full interface, and shipped it into production with the founder and the engineering team.

 **Keep Web**
Product Designer
JUN'2021 — DEC'2022

- Designed a localisation platform that companies used to ship content in multiple languages, plus the core flows and interface for the company's crypto product.

 **VRG Soft**
UX Designer
NOV'2020 — JUN'2021

- Designed Ukraine's first speech therapy app for web and mobile, helping children build communication skills through interactive exercises they could do without a specialist in the room.

RECOGNITION & COMMUNITY:

 **Awwwards**
Honorable Mention
JUN'2026

- Awarded to yanhladchenko.com, a personal portfolio designed and built from scratch — scored by a panel of 18+ international jurors on design, usability, creativity, and content.

 **Projector Institute**
Course Instructor
MAR'2024 — APR'2026

- Taught a product design course across 4 cohorts at one of Ukraine's leading design schools — live sessions, individual feedback on student assignments, and guest webinars.

 **Interface**
Podcast Host
APR'2025 — PRESENT

- Host of one of Ukraine's most popular design podcasts, in conversation with designers worldwide about craft, career, and how design work gets made.