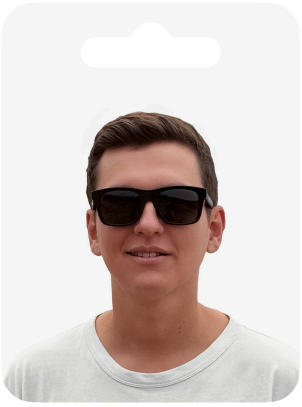


Oleksandr Plyuto

Senior Product Designer
SaaS & Complex Systems

Senior Product Designer with 9+ years of experience building SaaS and digital products. I combine systems thinking with a strong attention to detail, creating scalable, coherent experiences where every element has a purpose. Experienced in shaping products from 0→1, evolving complex systems, and working closely with engineers and founders to turn complex problems into intuitive solutions.

My email	plyuto@hey.com
My socials	Dribbble / Linkedin / X
Location	Porto, Portugal
Nationality	Ukraine
Expirience	8+ years
Language	English, Ukrainian

Capabilities

Product & System	SaaS and CRM interfaces AI-driven inegrated features Multi-role workflows Scalable design systems Component architecture and reusable patterns Dashboard and data-heavy interfaces
Visual	Marketing websites for SaaS Custom illustrations and UI graphics Micro-animations (Lottie / JSON) Basic brand identity work Obsessed with details. Details make the product
Collaboration	Worked closely with engineers Early-stage product teams 0→1 development and rebuild phases Stress resistant Honest and direct
Technical Understanding	HTML / CSS fundamentals Understanding of component-based architecture AI-assisted development with Claude Code Code delivery and version control with GitHub

Figma – primary tool since 2019 (still not tired of it)

Experience

Q1 2025 – present

Lead Product Designer

NEX US NDA
Automation, CRM, AI

- Joined at early stage and led product design
- Built a scalable UI system and CRM interface from scratch
- Designed core workflows for automation and AI-driven features
- Currently leading product restructuring during strategic pivot

Q4 2024 – 2026

Contract Designer

ParcelTracker UK NDA
Logistic SaaS

- Contributed to full product rebuild across Web, iOS & Android
- Reworked and optimized key feature flows
- Adapted product features to support AI integration
- Implemented visual identity from marketing website

2023 – 2024

Contract Designer

Monotree Denmark
Workforce SaaS

- Developed visual identity for established SaaS product
- Designed marketing website and assets aligned with product positioning
- Ensured consistency between brand and product interface

Hiveon US NDA
HPC, mining, energy

- Designed product marketing pages
- Supported visual consistency across internal tools

Experience

2020 – 2023

OOZE – Partner, Lead Designer

Provided product and digital design services for SaaS and Web3 companies (4–6 month engagements)



LI.FI Germany
DevTool, Web3

- Digital identity
- Product website
- Swap widget UI/UX



Ape Terminal US
Automation, CRM, AI

- Digital identity
- Product website



Assetize US
Fintech, Web3

- Digital identity
- Product website
- Web app UI/UX



Most US / Ireland
Fintech, Aircraft retail tech

- Digital identity
- Product website
- Multi-platform POS app UI/UX
- Multi-platform Warehouse app UI/UX



Flying Food Group US
Food tech, Retail tech

- Digital identity
- Product website



Alice US
DeFi, Fintech

- Visual identity
- Product design
- iOS mobile banking application UI/UX

Experience

2019 – 2020

SYYNCC Ukraine
Video Editor

Co-founded and designed iOS video editing application, supported development process

Quests App Ukraine
Socials

Designed design system and UI for Android and iOS application

2018 – 2019

Heartbeat Agency – Senior designer

Worked on digital identity, mobile and web products including:

CleanCloud US
CRM, Retail-tech

Mobile app UI/UX

FirstTable Australia
Food-tech

Mobile app UI/UX

And also: TranSwap, MindTickle, PadSplit, Betterfin

2016 – 2018

ZIPL Agency – Co-owner

- Delivered web and mobile design projects
- Worked directly with clients and in-house development team
- Managed project execution