

Name: **Oliver V. Ustinovich**

Date of Birth: 24.11.1989

Located: Amsterdam, NL, EMEA (CET)

Portfolio: uxfella.comLinkedIn: [vitaly-oliver-ustinovich](https://www.linkedin.com/in/vitaly-oliver-ustinovich)

Experience: 15 years

Hello! 🙋 I'm Oliver, an experienced **product designer & manager**, design system and platform enthusiast. I have a strong passion for **creating inclusive and accessible user experience**, and my skills are adaptable to both startups and products in advanced stages. People describe me as approachable and collaborative, and I take pride in fostering a collaborative spirit, which I believe is essential for successful teamwork.

Recent Journeys

CrowdStrike (NL, US) - Leading Cybersecurity SaaS platform

👤 Architect, Product Design 📅 July 2024 - Present day

An architect spearheading the development of a new design system, making pivotal decisions on core components and design system architecture, in cooperation with a five-person team. Responsible for shaping the architectural vision and ensuring seamless implementation across projects.

SentinelOne (CZ, IL, US) - Major Cybersecurity SaaS platform

[Case-study](#)

👤 Manager, Product Design 📅 Apr 2022 - March 2024

Established a product design team in the EU, which evolved into a central design hub. Overhauled the existing platform, and delivered a new accessible design system along with the necessary processes for it to function. Redesigned the MDR product. Delivered the proof of concept for the first AI product.

Orchestr8 (UK, CZ, UAE) - Demand Driven Supply Chain SaaS

[Case-study](#)

👤 Product Design Architect 📅 May 2020 - Apr 2022

Designed a new cloud-based version of the supply chain SaaS platform. My responsibilities spanned the entire process, from conducting initial UCD workshops to creating high-fidelity prototypes. This involved establishing the information architecture and navigation systems, setting up design processes, validating prototypes, collaborating on specifications, creating user onboarding tools, and providing development support. The result is a fully functioning cloud platform.

About Me

- Enjoy **speaking at design meetups** on a variety of topics, ranging from Design Systems and Platform to management and AI.
- In my free time, I **write and record music** (follow **The Avenues** on all platforms)
- I'm **renovating a 200-year-old house** in the heart of an ancient king's town, just 30 minutes from the center of Prague.
- I'm a **tennis enthusiast**. As a beginner, I'm excited about the journey that lies ahead.
- I enjoy **traveling and working remotely** with my wife whenever we get the opportunity.

Career History

Jul 2024 - Present day	Architect, Product Design	SentinelOne (CZ, IL, US) - Leading cybersecurity platform
Apr 2024 - Jun 2024	Principle Product Designer	Gen (CZ) - Leading B2C cybersecurity platform
Apr 2022 - Mar 2024	Manager, Product Design	SentinelOne (CZ, IL, US) - Major cybersecurity platform
May 2020 - Apr 2022	Product Design Architect	Orchestr8 (UK, CZ, UAE) - Supply chain SaaS
Sep 2020 - Mar 2022	Staff Product Designer	Enrian Partners (CZ, IT) - Digital consulting agency
Apr 2020 - Feb 2021	Senior Product Designer	Deltatre (CZ, IT) - Leading OTT and live broadcast solution
Nov 2019 - Mar 2020	Senior Product Designer	MEWS Systems (CZ, NL) - Leading hospitality management SaaS
Dec 2018 - Dec 2019	Lead UX Designer	User Technologies (CZ, US) - Digital R&D agency
Nov 2017 - Dec 2019	Lead UX/UI Designer	ACTUM Digital (CZ) - Digital R&D agency
May 2016 - Nov 2017	UX/UI Designer	ACTUM Digital (CZ) - Digital R&D agency
Mar 2013 - May 2016	CEO, UX/UI Designer	JuicyLab (CZ) - Digital R&D agency
Nov 2007 - Jun 2013	UX/UI Designer	Freelancer (CZ)
Mar 2010 - Feb 2013	General Manager	Return Market (CZ) - Household wholesale
Sep 2007 - Jun 2012	Student	Czech Technical University (CZ) - Faculty of Nuclear Sciences

Language Skills

English (fluent) Czech (fluent) Russian (fluent) Italian (beginner)

Brands I've Worked For

SentinelOne (US) T-Mobile (CZ) MEWS (CZ) Orchestr8 (UK) AI Baraka (BH) Plasma Stream (CZ)
 Enrian Partners (IT & CZ) Actum Digital (CZ) Banking Software Company (CZ) Garnier (CZ & HU) Wüstenrot (CZ)
 Columbia Insurance Group (US) Bernina Reinsurance (BM) JRD (CZ) Conrad Electronic (PL) Benzina (CZ)
 Mall.cz (CZ) METRO (DE) HoReCa Digital (FR) ČSOB (CZ) U+ (CZ & US) Raiffeisenbank (CZ)
 Gambrinus (CZ) Walmark (CZ) GE Money (CZ) Linet (CZ) Provident (UK) Cerveo (US)
 Slovenska Spořitelna (SK) RegioJet (CZ) Yachting.com (CZ) Bushman (CZ) Quality Magazine (CH & DE)

Professional Skills

Leading Design Teams Project Management Agile Human-Centered Design Accessibility Design Thinking
 Prototyping & Testing Wireframing & UI design Figma Adobe XD Principle Adobe AE Adobe PR
 React Native HTML5 CSS3 JavaScript PHP MySQL Axure Framer.js