



Oliver Ustinovich

DESIGN LEADER · DESIGN SYSTEMS EXPERT

Barcelona, ES · CET · EU citizen uxfella@gmail.com uxfella.com linkedin.com/in/vitaly-oliver-ustinovich

18+ years in product design **2** enterprise design systems **2** design teams built from zero **1** product shipped solo

Product design leader across enterprise SaaS, cybersecurity and platform UX, comfortable on both sides of the ladder. I **built and managed SentinelOne's European design team**, and today I **lead design at CrowdStrike as a senior IC**. I design the systems that make big products feel like one: foundations, components, governance, and the teams and processes that keep them alive.

SYSTEMS

Design systems architecture

Token architecture and semantics, component strategy, governance and contribution models, accessibility (WCAG).

PEOPLE

Leadership

Building and managing teams, mentoring designers, defining processes, working hand in hand with product and engineering.

CRAFT

Hands-on design

Data visualization and graph UX, data-dense enterprise UI, prototyping, Figma expert, front-end development.

RECENT EXPERIENCE

CrowdStrike

Enterprise cybersecurity

Jul 2024 – present

Senior Product Designer, Lead · design system, then graph and data visualization

- **Defined the architecture of the new design system** with the team: token semantics, memory-efficient components and file structure.
- Set the guidelines and a change process that ships updates **without breaking designers' files**, with clear rules for flexibility, including slots.
- **Initiated and championed One Graph**: a unified graph foundation to replace several graph experiences built on different frameworks, driven from vision to implementation with the team.
- Lead graph design as a senior IC: mentoring every designer, defining processes and automations, and a shared language across canvas-based teams.

SentinelOne

Enterprise cybersecurity · MDR

Apr 2022 – Mar 2024

Manager, Product Design · grew from product designer to platform role

- **Built the European design team from zero** and grew the Prague hub into a central design function that is still thriving.
- **Proposed a new design system and sold it** to several VPs, using accessibility and cost as the business case.
- Owned it end to end: semantic tokens, component library, accessibility, three-tier documentation and a federated contribution model.
- Designed the MDR tool for internal analysts and delivered the **proof of concept for the company's first AI product**.

Orchestr8

2020 - 2022

Product Design Architect

Sole designer of a cloud platform for demand-driven supply chains: 200+ screens, 30+ components, validated weekly with industry experts.

Whiss OWN PRODUCT

2026

Founder & solo maker

A daily guidance app built alone, from idea to algorithms, illustrations, design and code. Web, iOS and Android, 1K+ downloads on Google Play.

CAREER

2024 - now	Senior Product Designer, Lead · CrowdStrike	Amsterdam, NL
2024	Principal Product Designer · Gen (Norton, Avast)	Prague, CZ
2022 - 2024	Manager, Product Design · SentinelOne	Prague, CZ
2020 - 2022	Product Design Architect · Orchestr8	UK, CZ, UAE
2020 - 2022	Staff Product Designer · Enrian Partners	CZ, IT
2020 - 2021	Senior Product Designer · Deltatre	CZ, IT
2019 - 2020	Senior Product Designer · Mews	CZ, NL
2016 - 2019	Lead UX/UI Designer · ACTUM Digital, User Technologies	CZ, US
2013 - 2016	CEO & UX/UI Designer · JuicyLab, my own agency	CZ
2007 - 2013	UX/UI Designer · Freelance	CZ

BRANDS I'VE DESIGNED FOR

CrowdStrike SentinelOne Gen T-Mobile Mews METRO Raiffeisenbank ČSOB
Slovenská sporiteľňa Garnier Conrad Mall.cz RegioJet Wüstenrot Al Baraka Deltatre
Walmart Yachting.com

WRITING

Design token organization and slots in design systems on Medium.
Speaker at design meetups.

EDUCATION

Czech Technical University in Prague,
Faculty of Nuclear Sciences

LANGUAGES

English, Czech and Russian fluent.
Italian beginner.