CURRICULUM VITAE

Open to new projects



Oleksii Repetii.

Product Design Lead · Kyiv, remote (UTC+2/+3)

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From a designer at a 5-person studio to leading design teams on Web3, GameFi, EdTech, logistics and e-commerce products. **Now I build AI into the team's daily work so the routine disappears.** I understand frontend and backend, so layouts get built as designed.

9+	90%	80%	20+
years in product design	faster design-system upkeep with AI	of team routine automated with AI	shipped digital products

Experience

Feb 2024 — 2026
Full-time · remote

Design Lead — Dapp.Expert

DeFight, a browser RPG on Web3, and Dapp.Expert, a crypto media platform

- Led a team of 3 designers; aligned design with the CEO and developers.
- **DeFight:** from logo to MVP in production; a design system of 222 component sets and 3,019 variants for 842 items and 188 characters.
- **Dapp.Expert:** brand book and design system (172 sets, 1,085 variants) for 12 product sections in three breakpoints.
- **AI in daily work:** 80% of team routine automated; design-system upkeep up to 90% faster, screens delivered 50%+ faster.

Cases: DeFight ↗ Dapp.Expert ↗ How I work with AI ↗

Mar 2022 — Jan 2024
Georgia, US · remote

Product Designer → Design Lead — Milan Art Institute

Social network and learning platform for artists

- Designed the platform from scratch: feeds, profiles, communities, online courses and a large design system.
- After a year took over as design lead from the US lead: a team of up to 5 designers, team processes, direct work with the CEO.

Case: Milan Art ↗

2020 — 2021
Own startup

Co-Owner, Producer & Lead Designer — Rocket

iOS workout app with trainer programs

- Co-founded with a partner and launched a subscription fitness app on the App Store with a team of three. Owned product design, brand, website and video production.

Case: Rocket ↗

Experience · continued

Jan 2017 — Feb 2022
Kyiv · full-time

UX/UI Designer → Design Lead — ICE CREAM Development

Development studio: from 5 people to an agency with Google Premier Partner status

- Joined a 5-person team; grew into design lead of 3 designers (2 middle, 1 junior).
- 20+ products: mobile apps, client portals for delivery companies, e-commerce.
- Worked closely with developers so designs were buildable; moved the team to Figma.

Case: ICE CREAM ↗

Oct 2016 — Jul 2017
Kyiv · full-time

Lead Graphic Designer — Moyo

Major Ukrainian e-commerce retailer

- Promoted to lead within two months: online-store banners, ad creatives, print.

Before 2016
Freelance & print

Graphic Designer — Upwork & print studio

Skills

DOMAINS: E-commerce · Mobile apps · Dashboards & customer portals · Web3 & GameFi · Social & EdTech

Product
- Product strategy from zero to MVP release
- User flows & product structure

Systems & Leadership
- Multi-tier design systems
- AI-ready design systems
- Leading teams of up to 5 designers
- Design review & dev handoff

AI & Automation
- Building AI tools for Figma
- AI assistants for design teams
- Agentic design workflows
- Automating product-team routine

Design & Motion
- Motion in After Effects
- AI-assisted animation
- Front-end with AI: from mockup to working code
- End-to-end media production

Education, languages & references

Bachelor of Design
Interregional Academy of Personnel Management (IAPM), Kyiv
Graphic & Digital Design · senior year, in progress

Associate Degree in Software Engineering
Kyiv Business College
Programming & automated systems · 2006

Languages
Ukrainian — native
English — intermediate (B1/B2), confident in written specs and async work

References
From founders and C-level executives of past projects, on request.