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Top Skills

Cross-team Collaboration
Product Design
Artificial Intelligence (AI)

Languages

Українська (Native or Bilingual)
English (Full Professional)

Certifications

AI for Product Creation Course
Certificate Design Management Course

Borys Kharchenko

Product Designer | Web3, B2C, AI | Cross-Functional Collaboration
Ukraine

Summary

Strategic Product Designer with 10+ years of experience bridging user needs and business objectives across diverse domains. Worked with clients from USA (Chegg, Upwork, Abbi Agency), Europe (Softbistro, Rexsoft), Australia (Virtually Human) and Ukraine (Medics.ua).

My expertise spans multiple industries including Web3, B2C platforms, healthcare, gaming, and emerging AI applications. I excel at establishing effective design processes that scale with growing teams and evolving product requirements.

Throughout my career, I've successfully:

- Designed comprehensive product experiences from concept to launch, improving user engagement and business metrics across multiple platforms
- Built and maintained modular design systems that accelerated development while ensuring consistent user experience
- Recruited, mentored, and led designers through rapid product evolution and market fluctuations
Collaborated across functions to ensure seamless integration between design vision and technical implementation
- Adapted quickly to changing requirements and emerging technologies while maintaining focus on core user needs

I thrive in dynamic environments where I can apply my holistic approach to product design—blending user research, strategic thinking, and visual craft to create experiences that resonate with users and drive business results.

Tools: Figma, Miro, Photoshop, After Effects, Framer

Technical: HTML/CSS, Design Systems, Google Analytics, Hotjar
Domains: B2C Platforms, AI Integration, Healthcare, Web3, Gaming

Experience

Virtually Human

Lead Designer

May 2023 - December 2024 (1 year 8 months)

- Led design during early development stages of ZED Champions - a digital horse racing platform, working on conceptual product versions
- Developed key interfaces for marketplace, player profiles, events page, and 3D racing views, continuously adapting to shifting product strategy
- Collaborated with cross-functional team to establish design priorities amid rapidly changing requirements and emerging concepts
- Contributed to the foundation of a future design system by creating initial components and establishing visual language guidelines

Virtually Human

4 years 2 months

Senior Product Designer

November 2021 - December 2022 (1 year 2 months)

- Spearheaded design for Human Park, a digital entertainment platform that generated 9,500+ unique digital assets and thousands of customizations
- Created cohesive user experiences across web platform and in-game interfaces, ensuring seamless transitions between touchpoints
- Designed intuitive customization interfaces that made complex personalization accessible to non-technical users
- Collaborated with 3D artists and developers to optimize asset display and interaction within technical constraints
- Developed responsive layouts and interactions for cross-platform compatibility

Senior Product Designer

November 2018 - November 2021 (3 years 1 month)

- Served as founding designer for ZED RUN, leading product design from initial concept through scale-up phases
- Created critical user journeys and interaction patterns that drove core product functionality and user engagement
- Designed comprehensive interfaces for digital asset ownership, racing systems, and marketplace transactions

- Built and maintained a scalable design system that supported rapid product iterations while maintaining visual consistency
- Recruited and mentored designers who continue with the company today, providing guidance and feedback on work quality.
- Before shifting to next project, participated in hiring process for design leadership, helping align design direction with company vision and goals

Medics IT

Design Consultant

April 2018 - February 2021 (2 years 11 months)

Khmelnyskyi Region, Ukraine

Shaping Medics consumer mobile application for iOS and Android. Work with desktop web team on "Doctor Work Cabinet" and "Users Medical Card"

The Abbi Agency

Senior Web Designer

July 2018 - August 2020 (2 years 2 months)

As part of Abbi's design department, was responsible for web site design and user experience design, developing web sites for clients in tourism, financial and state government initiatives spheres.

Some of them:

<https://edgewoodtahoe.com/>

<https://www.visitplacer.com/>

<https://visithendersonnv.com/>

Inkling

Product Designer

December 2017 - August 2018 (9 months)

Inkling Loop - mobile application for clients (big retail networks as MacDonalds, Taco Bell, Vera Bradley etc.) employees. Worked on numerous features of mobile Inkling Loop application, borderless phones and tablet support, participate in creating Inkling Design System.

Upwork

Mobile Product Designer

January 2016 - December 2017 (2 years)

Workred in mobile design team improving user experience on Upwork iOS application and Upwork Mobile Website.

Designed significantly updated hiring experience for Upwork clients on mdot:

- Posting a job with tips for new customers
- Eased freelancer invitation process
- Created way to manage Applicants and interviewing them
- Added hiring functionality.

For iOS:

- Created brand new Voice/Video call feature.
- Made an easy switching for users with multiple accounts
- Significantly Increased quality and number of reviews on App Store releasing new Asking Feedback scenario.
- Updated managing & hiring experience as well, made it easy to do on the go.

Chegg Inc.

Product Designer

April 2014 - July 2016 (2 years 4 months)

Khmelnitsky, Ukraine

Working in Softbistro with Chegg, on Career Center, Admissions, and Learning Services projects.

Took part in designing Chegg Hub App and Chegg Flashcards App (both iOS and Android platforms), parts of Chegg.com Desktop and Mobile website.

Solving user problems and generating ideas from scratch through final mockups to multi-functional prototypes (Invision, Framerjs).

Rexsoft

Web Designer

August 2012 - April 2014 (1 year 9 months)

Designed and prototyped various websites. Working closely with PM and developers bringing beautiful solutions for clients' businesses needs.

NTI Systems

Junior UI designer

February 2010 - September 2011 (1 year 8 months)

As a junior designer was responsible for adding additional content and subpages for existing designs. Creating stylesheets and graphic banners.

ДП "ДТА" 33 канал

Technical Support Engineer

2008 - 2010 (2 years)

Khmelnitskyi Region, Ukraine

Wide range role on local TV channel.

- Software and hardware maintenance.
- Local network maintenance.
- Author informational TV show about IT

Education

Khmelnytskyi National University

Bachelor's degree, Mechanical Engineering · (2006 - 2010)

Khmelnytskyi School 1