Igor Voitenko

Senior UI/UX and Product Designer

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SUMMARY

Senior UI/UX & Product Designer with 12+ years in digital design, the last 5+ on UI/UX and product work. Shipped a white-label iOS, Android and web platform for 10+ football clubs on a multi-brand Figma design system with Variables-based theming. AI-assisted workflow with Claude, Claude Code, Cursor and Figma Make. Remote work with teams in Denmark and the US.

EXPERIENCE

Senior UI/UX and Product Designer · Sports Innovation A/S, Denmark · Remote — Jul 2024 – Jul 2026

SportTech SaaS for football clubs; team of 2 designers, PM, engineers and QA.

- Designed iOS, Android and web UI for a white-label fan platform used by 10+ clubs (FC Copenhagen, Brøndby IF, AC Horsens): personalized home, match day, content, ticketing and a web cabinet for season-card holders; **1.18M sessions per month, +47% active fans**.
- Co-owned a multi-brand Figma design system with a Variables-based theme library and full component states; new club apps launched by switching themes, not redesigning screens.
- Delivered ticketing flows across two providers (Roboticket, Eventii) with transfer, release, empty and error states; **no-show rate fell from 39% to 16%**, plus ~€48K ticket and ~€19K shop sales per month.
- Shaped personalized offer and voucher flows, from push to activated voucher in 3 screens: **87% open rate** on segmented messages, **+15% customer value**.
- Created Live Quiz, a real-time gamification feature, and its operator console for club staff: **313 players** on the first run, 12–29% stadium participation.
- Mapped fan journeys and drop-off points; ran usability reviews and design QA of the built UI.

UI/UX Designer (B2B web) · INFUSE, United States · Remote — Jan 2022 – Jul 2024

- Designed and systematized dozens of B2B web pages and reusable templates for long-form content (Insights, Case Studies, Guides, webcasts) with responsive grid and typography; delivered structured Figma files to developers.

UI/UX Designer · Artkai, Ukraine — Oct 2019 – Jan 2022

- Designed game and digital product interfaces from wireframes to prototypes; produced personas, journey maps and user flows, ran usability reviews, and improved WCAG accessibility.

Graphic & Web Designer · Plastic Express, Inc., United States — Aug 2014 – Oct 2019

- Websites, branding and Amazon e-commerce graphics; automated multi-page layout production.

CORE SKILLS

Product design: end-to-end design, user flows, information architecture, wireframing, hi-fi UI, prototyping, mobile (iOS, Android) and web apps, responsive design

Design systems: Figma Variables, design tokens, multi-brand theming, light/dark themes, component libraries, states, documentation

Research & data: user research (interviews, usability reviews, heuristic evaluation, journey mapping, competitor analysis), product metrics, funnel analysis, hypotheses, A/B test design

Product areas: personalization, gamification, engagement and retention, real-time features, onboarding, ticketing, checkout, offers and loyalty, admin and operator tools, dashboards

AI & delivery: AI-assisted design workflow (research synthesis, UX copy, flow reviews, coded prototypes, motion), HTML/CSS, design handoff, design QA, edge states, WCAG 2.1 AA, Agile teams with Jira

Tools: Figma, Figma Make, FigJam, Claude, Claude Code, Cursor, GitHub, Jira, Adobe Photoshop, Illustrator

Languages: English B2, Ukrainian native

RECENT PROJECTS

Self-initiated case studies built with an AI-assisted workflow (Claude, Claude Code, Cursor, Figma Make): HealthTech B2B SaaS front-desk workspace with role-based access, data tables with filters and bulk actions, manager dashboard; fintech apps with KYC and payments. Portfolio site coded with HTML/CSS.