

Katrychenko Krystyna

Product & UX Designer

Product Designer with 8+ years of experience building intuitive B2B SaaS products across fintech, healthtech, and AI-powered platforms. I have a track record of turning complex, technical workflows into interfaces that feel effortless to the people using them. Known for working closely with engineering teams to ship designs that get built right, from early research through to final handoff.

UX/UI Designer

Jul 2025 — Present / Lita AI (Dwilar)

- Designing user flows, onboarding forms, and dashboards for Lita, a B2B SaaS AI credit assessment platform serving international users.
- Simplified complex credit assessment processes into intuitive, user-friendly interfaces.
- Enhanced onboarding and data input experiences to reduce friction for foreign-language users.
- Collaborating with product and engineering teams to deliver scalable, functional designs.

Product Designer

2023 — 2025 / Retreat

Retreat (Product/UX Designer)

Cut offsite planning time by ~50% by leading the end-to-end redesign of an offsite planning platform, reducing tool complexity and friction for planners.

- Designed budgeting, venue sourcing, hotel booking, and survey workflows, embedding services into hotel operations to boost competitiveness.
- Designed an RFP experience compelling enough that hotel partners integrated it directly into their own websites.
- Conducted user research including interviews and journey mapping to inform key design decisions.
- Built and maintained a scalable design system ensuring visual and functional consistency across the platform.

Vella AI (Product/UX Designer)

Designed end-to-end UX for Vella AI, a B2B SaaS agentic platform that fully automated RFP submission and client to hotel communication, eliminating manual back-and-forth across the proposal pipeline.

- Created user flows for RFP intake, assignment, and automated eProposal generation.
- Designed a proposal pipeline dashboard consolidating all client communication into a single workspace, with integrated AI chat eliminating the need to manage conversations across separate tools.
- Worked with product developers and engineers to design smooth user experiences connecting proposals with PMS and CRM systems.

User Experience Designer

2021 — 2023 / Tino Digital Agency

- Designed a user-centred AI mobile assistant for medical professionals, achieving a successful launch with high user retention and strong early feedback.
- Improved user flows and designed new features based on user feedback for a complex fintech B2B web application, resulting in a significant increase in user satisfaction rates.
- Created a mobile app for investors in collaboration with cross-functional teams using design thinking methodology and UX best practises, which led to a successful launch and users satisfaction.
- Produced user journey maps, wireframes, and interactive prototypes for fintech and healthtech clients, improving user experiences and measurable business outcomes.

UX/UI Designer

2019 — 2021 / Digital Agency Mobius Team

- Developed site maps, prototypes, and visual design concepts for various corporate websites, including online shops, information portals, and landing pages, resulting in user-friendly and aesthetically pleasing web interfaces.
- Applied responsive design principles to ensure seamless cross-device experiences for all user types.
- Provided thorough design handoffs including information architectures, UI kits, and specs to development teams for accurate implementation.

Graphic Designer / Commercial Illustrator

2017 — 2019 / Freelance

- Designed logos, branding, and promotional materials for clients, increasing brand recognition.
- Created custom vector icon packs and website illustrations that improved user navigation and visual engagement.

Portfolio

<https://katrychenko.me>

Contact

[Linkedin](#)

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Skills

User research and analysis
Data-informed design
Design thinking methodology
Information architecture
User flows
Wireframing
Prototyping
Mockups
Accessibility
Usability audit
UX and UI design
Design systems
Mobile application design
Web design
Responsive design
Presenting to stakeholders

Toolkit

Figma
Sketch
Adobe Photoshop
Adobe Illustrator
FigJam
Framer (basic)