ANDREW DANILOV

I'm a Kyiv-based UX/UI and product designer with over 10 years of experience crafting user-focused digital solutions. My approach blends creative innovation with practical usability, ensuring products that align with business objectives while delivering intuitive, impactful user experiences.

Some brands I've partnered with: Ministry of Digital of Ukraine, Ministry of Culture of Ukraine, National Bank of Ukraine, ProCredit Bank, First Ukrainian International Bank, Solana, Everstake, LightLink, Renaissance Life, Tezos.

Location
Kyiv, Ukraine

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Email
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Portfolio
dnlv.design

Telegram
t.me/dnlv_a

Socials
bento.me/dnlv

LANGUAGES

Ukrainian
Native speaker

English
Intermediate

Russian
Native speaker

EMPLOYMENT HISTORY

Senior Designer, Humanity Protocol
Kyiv, Ukraine

Jun. 2024 — Mar.2025

- Design & frontend of the humanity.org.
- Design direction & support for the marketing team.
- Foundation of the design system, style guides & design documentation.

Senior UX/UI Designer, Artkai
Kyiv, Ukraine

Dec. 2023 — Mar. 2024

- Created core for the design system for a multinational European bank.
- Built a modular architecture for client banking service to make possible quick rollout in new countries quickly, following the local law and services.
- Utilized a combined approach in using best practices from fintech leaders and our user feedback, ensuring relevance and effectiveness.
- Collaborated closely with analytic and development subdivisions to align functional aspects, timelines, and technical restrictions.
- Led the project design team and handed off the mockups to the development.

Chief Product Officer, MeMusic
Seoul, South Korea

Apr. 2022 — Sept. 2023

- Marked the key features and aligned the product development to have a competitive advantage with the main market players.
- Spearheaded a cross-functional team of professionals including designers, developers, and product managers.
- Conducted a deep comparative analysis of 4 major competitors and identified the main milestones of product growth.
- Designed the product-growth strategy from startup to complete market player with the industry-leader super-app.

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TOOLS

Figma	Blender
Spline	After Effects
Framer	Notion
ProtoPie	Jira
Photoshop	Linear
Illustrator	Git
Principle	Bash & etc.

VOLUNTEER

Tezos Foundation

Ministry of Digital of Ukraine

Ministry of Culture of Ukraine

Drugstore Project

Chief Design Officer, MeMusic   Seoul, South Korea

May 2021 — Apr. 2022

- Designed and launched "Krypton" and then (as a CPO) the second version — the design system, to align product vision and ensure a cohesive user experience for any action with the music and sound: from listening to creating.
- Designed the music streaming app for Web, Android & iOS.
- Designed the NFT marketplace for the music industry — you can sell or buy everything: from rights on music to limited merch and vinyl.
- Quickly adapted to emerging trends and feedback, steering the designers and developers.

Head of Design, The Minimal   Kyiv, Ukraine

July 2019 — July 2022

- Spearheaded quality control initiatives, closely mentoring designers to ensure top-notch deliverables aligned with studio standards.
- Pivotal in studio development, actively forming of business objectives, setting achievable goals, and shaping the studio's brand identity.
- Orchestrated the development of design layouts for studio partners, offering consultative insights and supervising the transition from design to production.
- Fostered strong customer relationships through effective communication and briefing sessions, ensuring alignment with client needs and objectives.
- As a partner, architected the team's operational processes and design principles, building a cohesive and highly functional design unit.
- Built and launched cases for National Bank of Ukraine, a new e-commerce redesign for Alpha Catering Equipment — the biggest catering equipment supplier in Australia, a huge analytics platform for HoReCa in USA, and the website, e-commerce, and visual identity for the first aqua-park in Kuwait.

Senior UX/UI Designer, First Ukrainian   Kyiv, Ukraine
International Bank (PUMB)

Mar. 2019 — July 2019

- Led the design of internal user interfaces, optimising the workflow for bank branches and support services, enhancing both customer and employee experiences.
- Spearheaded the architecture and approval process of the bank's inaugural design system, setting a new standard for consistency and usability across projects.
- Conducted comprehensive front-end design reviews prior to project launches, ensuring alignment with design specifications and overall quality standards.