

Sergey Bombela

Location: Moldova · Remote

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Portfolio: [View Portfolio](#)

Addition: [Linkedin](#) [Telegram](#)



Senior Product Designer & Design Team Lead

Summary: Senior Product Designer with 8+ years of experience in B2B and B2C products (SaaS, CRM, LMS, TMS, AI-powered platforms). Worked at the intersection of design and product — conducted user research and CustDev interviews, formed hypotheses, wrote user stories and acceptance criteria, ran A/B tests. Led design teams, built design systems, and ensured product consistency from discovery to release. Looking for a role where design thinking and product mindset work together.

PROFESSIONAL SKILLS:

Technical: Product Design, UX/UI Design, Design Systems, Prototyping, Wireframing, User Flows, Usability Testing, Information Architecture, CustDev, User Stories, Acceptance Criteria, A/B Testing, Hypothesis Validation, CJM, Product Discovery

Tools : Figma, Miro, Jira, Notion, Amplitude · Agile, Lean, Cross-functional collaboration, Stakeholder communication, Team leadership

WORK EXPERIENCE:



August 2022 – May 2026

Compass Team Lead / Senior Product Designer (Part-time, Remote)

- **Company Overview:** Compass is a project focused on developing a comprehensive Transportation Management System (TMS) and a medical web service for healthcare workflows.
- **Responsibilities:** Led the design department, overseeing UX/UI across both products from scratch. Managed and guided the design team, ensuring quality and consistency. Built and maintained design systems for web and mobile. Wrote dev tasks and feature requirements for the engineering team. Conducted product discovery, identified UX issues on mobile, and validated functionality through usability testing.



June 2024 – August 2025

Paai / Partner Utopia Senior Product Designer (Part-time, Remote)

- **Company Overview:** Paai is an AI-powered platform that supports the full partnership lifecycle by automating partner management and leveraging real-world partnership data for forecasting and strategy.
- **Responsibilities:** Designed the core logic and structure of the AI-powered partner management platform, built user flows and layouts, integrated data-informed features to support forecasting and partner suggestions, conducted usability testing, and ensured design consistency across the product.



July 2021 - February 2022 (8 months)

Wrkspot Senior Product Designer

- **Company Overview:** Wrkspot is a B2B product aimed at enhancing business operations through innovative CRM and LMS systems, with an emphasis on accessibility and user experience.
- **Responsibilities:** Developed and modified the Design System for both web and mobile platforms, incorporating light and dark themes. Created a comprehensive System Design Guide for developers. Led the design of user stories, added accessibility features, and designed key sections including Chat (Web+Mobile), Budget Setup, and Management Dashboards.



November 2019 - July 2021 (1 year 8 months)

Develuxe Product / UX/UI Designer

- **Company Overview:** Develuxe is a B2C-focused company that specializes in creating user-centered digital products, emphasizing user experience and design consistency.
- **Responsibilities:** Developed and modified the Design System across web and mobile platforms, with an emphasis on high-fidelity prototypes and A/B testing. Designed and updated layouts, ensuring they were aligned with the latest user experience trends. Led the creation of new user stories and maintained design consistency across projects.



Hssoft (2017–2019) · Exchange Technology Center (2016–2017)

Product/UX Designer · Web Designer — B2B, CRM, web platforms

Additional work experience:



February 2016 - Work at the moment

Freelance Senior Product Designer & PM Practice

Creation: B2B2C products; Web sites- E-commerce, Blog, Landing page; Mobile app; IP-TV;
Product Discovery Conducted CustDev interviews, formed hypotheses for 3 personas, built 4-week roadmap from discovery to MVP.
Technical Specification (BA/PO) Wrote backend technical spec for payment card integration — user stories, AC, API requirements, edge cases.



Jan. 2021 – January 2024 (3 year 1 months)

Hillel (IT School) Teacher UI/UX Designer

Teacher of the course UI/UX Design

EDUCATION:

- Journey Mapping, Design Thinking
- Conducting Usability Testing
- Product Management, Hillel
- [Interaction Design](#)

LANGUAGES:

Ukrainian & Russian — native · English — Intermediate