

Anton Poliakov

Product Designer (UX-focused)

Warsaw, Poland · Open to hybrid / remote · EU market



SUMMARY

Product Designer with 8+ years of experience designing complex B2B and B2C products, primarily in HR-tech and marketplaces. Strong background in UX research, data-driven design, and scalable design systems. Former Head of Design at Work.ua, currently working as a senior-level IC on multi-market HR-tech products. Experienced in leading large-scale redesigns, launching mobile apps from 0→1, and improving key business metrics.

EXPERIENCE

Product Designer (Senior IC)

Apr 2024 — Present

Rocken — HR-tech

- Design owner for Rocken.jobs, Rocken Talent, and internal CRM.
- Led UX and UI for multi-market expansion, enabling product launch on the German market.
- Built and scaled a design system after brand refresh, ensuring consistency across multiple products.
- Designed complex B2B and B2C flows for recruiters, companies, and candidates.
- Actively influenced product strategy and made independent design decisions in close collaboration with stakeholders and engineers.

IMPACT

- Enabled international expansion (Switzerland → Germany).
- Reduced UX friction in hiring and application flows.
- Established a scalable and maintainable design foundation across the ecosystem.

Head of Design / Lead UX Designer

Oct 2019 — Dec 2023

Work.ua (Reactor) — HR-tech, Marketplace

- Started as a mid-level designer and grew into Head of Design, leading a team of 5 designers.
- Designed mobile applications for Android and iOS from scratch (Flutter-based).
- Led multiple large-scale redesigns across web and mobile platforms.
- Built and maintained a design system used across several products.
- Worked on employer tools, HRM systems, internal CRM, and candidate-facing flows.
- Ran UX research, analytics, usability testing, and A/B experiments.

IMPACT

- Increased application conversion by +13%.
- Supported a mobile app with 400k+ MAU.
- Improved onboarding, registration, CV creation, and first-application funnel.
- Helped modernize legacy products through iterative redesigns.

EDUCATION & PUBLIC ACTIVITY

- Product Design Course — Projector Institute.
- Speaker at industry conference (Work.ua case study).

CONTACTS & LINKS

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- [LinkedIn](#)

CORE SKILLS

Product & UX

- Product thinking.
- UX research (interviews, usability testing).
- Complex user flows & form-heavy systems.
- Funnel optimization & conversion.
- Data-driven design.
- Design systems (components, tokens, theming).

Collaboration & Leadership

- Cross-functional collaboration.
- Stakeholder management.
- Mentorship & design critique.
- Product discovery & workshops.

Tools

- Figma, FigJam (advanced components, variables, tokens).
- Design systems & theming.
- Prototyping (interactive & motion).
- Google Analytics, Hotjar, Maze.
- Jira, Confluence, Git (design-dev collaboration).
- Lottie, After Effects.

LANGUAGES

- Ukrainian — Native.
- English — Upper-Intermediate / Advanced (B2+).