

Vitalii Stepanenko

Senior Product Designer

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Overview

Senior Product Designer with 10+ years of experience in complex B2B SaaS.

I'm used to working on products where the problem is not always clear from the start. Usually I look at all available sources at once: user feedback and interviews, product analytics, competitors, and the company's product direction. From there, I form hypotheses, test them, and decide what is worth solving.

I'm strongest in mature products with legacy, technical constraints, and interconnected workflows. I like improving what is already there and adding new capabilities without making the product harder to use.

Experience

Textmagic / Full-time / Remote / textmagic.com

Senior Product Designer

May 2015 - Jan 2026 (10 yrs 9 mos)

Overview

Textmagic is a B2B communications SaaS platform. I spent more than 10 years helping evolve it from an SMS tool into a multi-module communication platform used by 25,000+ customers.

Role & scope

- Start most projects by understanding the problem: customer feedback, interviews, product data, competitor research, and input from Product.
- Turn that into hypotheses, test ideas with quick prototypes and user feedback, and work closely with PMs and engineers through delivery.
- Led the move from Sketch to Figma, built and maintained the design system, and helped shape a new visual and UX direction.
- My work covered core areas including Messaging, Contacts, Campaigns, Automation, Reporting, onboarding, and internal tools.
- I was also responsible for bringing AI-assisted features into messaging, email, automation, and other workflows.

Impact

- Helped evolve Textmagic from a basic SMS tool into a much broader communications platform and led design through major product changes.
- Shipped major areas across messaging, contacts, campaigns, and automation without breaking familiar workflows for existing users.
- Automation Flows is a good example of how I worked: customer research and competitor analysis helped shape the MVP with Product and Engineering.
- The design system and redesign work gave the product a stronger base for new features and long-term consistency.
- I stayed with the core product team through major redesigns, company growth, and the Nasdaq Baltic listing.

CallFactory / Part-time / Remote / callfactory.co

Senior Product Designer

Mar 2026 - Present

Overview

CallFactory is a B2B cloud telephony platform that helps businesses manage phone numbers, call routing, IVR, voicemail, virtual receptionists, and AI-powered call workflows.

Role & scope

- I work with the founders and Product on discovery: customer requests, feedback, competitors, and ideas for where the business can grow.
- I turn those ideas into hypotheses, build quick prototypes, and test them with users before we commit to full design and development.

Skills

- Product Design
- Product Discovery & Research
- Product Strategy
- UX / UI Design
- Workflow & Systems Design
- Prototyping & Validation
- Design Systems
- Product Analytics
- AI-assisted Product Design

Tools

🎨 Figma / AI / Make
🌀 ChatGPT / Codex
☀️ Claude / Claude Code
🔗 Axure RP
💎 Sketch
🧡 Lovable
📊 PostHog
and growing...

Languages

English
Advanced (C1)

Ukrainian
Native

Russian
Fluent

Polish
Upper-Intermediate (B2)

Education

Self-taught Product Designer
Continuous professional development
Jun 2011 - Present

Bachelor's degree in Law
KROK University, Kyiv, Ukraine
Sep 2004 - May 2011

- A lot of the work is about finding scalable ways to grow while staying close to the communications and telephony space.
- Set up Figma from scratch and built a tokenized design system shared by the web app and marketing site.
- I also redesigned the marketing site with a strong CRO focus and brought design and development closer together.

Impact

- Early testing helps us drop weak ideas before they turn into expensive engineering work.
- The CRO-focused website redesign improved phone number orders and other key metrics.
- The tokenized design system gave product and marketing a shared foundation, made implementation more consistent, and sped up design and development.
- New features now start from shared foundations instead of being designed from scratch every time.

mysupply / Part-time / Remote / mysupply.ai

Senior Product Designer

Mar 2026 – Present

Overview

mysupply is a B2B SaaS platform that helps industrial companies automate complex procurement workflows with AI. It covers the process from purchase requests and supplier matching to tendering, negotiation, awarding, and reporting.

Role & scope

- Work with Product and enterprise customers to understand procurement workflows, where people get stuck, and which requests are worth turning into product improvements.
- Customer conversations, feedback, and product constraints become UX hypotheses. I prototype quickly, test with users, then move into detailed design.
- A big part of the job is keeping the core product consistent without forcing every enterprise customer into the same mold.
- Built the Figma setup and design system from scratch around Quasar + Material Design, including tokens, components, states, and reusable patterns.
- Design AI-assisted procurement flows and stay close to Engineering through implementation, edge cases, and design QA.

Impact

- I made complex procurement workflows clearer and more consistent without losing the flexibility enterprise customers need.
- Recurring customer requests became reusable product capabilities instead of one-off custom work.
- The shared Figma foundation helps Product and Engineering move faster while staying inside real technical constraints.
- The product is moving toward a more scalable, self-service experience without losing support for specific enterprise needs.

Early career & foundation

Junior UX / Product Designer

Apr 2011 - May 2015 (3 yrs 7 mos)

Overview

This was the foundation of my product design career. I worked alongside more experienced designers, with a strong focus on usability, user-centered design, product research, and clickable prototypes in Axure and Sketch. That usability mindset stayed with me throughout my career and still shapes how I approach product discovery, problem framing and design hypothesis today.

Role & scope

- Started in usability, learning to understand the problem before jumping into design through user needs, competitor research, and product context.
- Worked across product companies, agencies, and small studios on websites and internal web apps.
- Collaborated closely with developers, PMs, and founders in small teams.
- That period gave me a strong foundation in usability, information architecture, and interaction design.

Impact

- Learned to combine user research, competitor analysis, product data, and business context into design hypotheses.
- Built hands-on experience across different industries and product types.
- Learned early to balance user needs, technical constraints, and business goals.
- That practical foundation later scaled into senior product work.