

Anton Poliakov

Product Designer, UX-focused

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

SUMMARY

8 years in QA taught me how products fail. 7 years in design taught me how to make them not. I've shipped complex B2B and B2C products in HR-tech — including the Work.ua mobile app, Ukraine's #1 job platform. Strong in UX research, design systems, and moving core metrics.

EXPERIENCE

Product Designer, Senior IC

Apr 2024 — Present

Rocken — HR-tech

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- Design owner across Rocken.jobs, Rocken Talent, and internal CRM.
 - Led UX for multi-market expansion into Germany.
 - Built and scaled a design system post brand refresh.
 - Designed complex B2B and B2C flows for recruiters, companies, and candidates.
 - Shaped product strategy 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.

Lead UX Designer

Oct 2019 — Apr 2024

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

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- Grew from mid-level designer to design team lead, managing a team of 5.
 - Designed iOS and Android apps from scratch (Flutter-based).
 - Led large-scale redesigns across web and mobile.
 - Built and maintained a design system across multiple products.
 - Covered the full product surface: employer tools, HRM, CRM, candidate flows.
 - Ran UX research, 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.

QA / AQA Engineer

Mar 2010 — Jul 2018

Audiko.net, Klumba.ua (908.vc) — Music Tech, Marketplace

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- 8 years in QA before transitioning to product design.

EDUCATION & PUBLIC ACTIVITY

- Product Design Course — Projector Institute, 2020.
- Speaker at industry conference (Work.ua case study), 2021.

CONTACTS & LINKS

- +48 790-325-240
- antoni.poliakov@gmail.com
- poliakov.co (case studies)
- [LinkedIn](#)

CORE SKILLS

Product & UX

- Product thinking & discovery.
- UX research: interviews, usability testing.
- Complex flows & form-heavy systems.
- Funnel optimization & conversion.
- 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.
- Prototyping — interactive & motion.
- Analytics & research: Google Analytics, Hotjar, Maze.
- Workflow: Jira, Confluence, Git.
- Motion: Lottie, After Effects.

LANGUAGES

- Ukrainian — Native.
- English — Upper-Intermediate (B2).