

# Serhii Tsyhychko

## Senior Product Manager (UX & Product Architecture)

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15+ years in SaaS and multi-role B2B/B2C systems. I specialize in product definition and system architecture, transforming fragmented requirements into structured product models and scalable solutions that reduce ambiguity and support predictable delivery.

### What I Do & How I Add Value

<b>Value Proposition</b> I structure complex, multi-role products before development begins. I turn fragmented requirements into clear models: roles, states, workflows, governance rules.  <b>Result:</b> predictable delivery, scalable systems, aligned teams	<b>Customer Segments</b> B2B/B2C, SaaS, AI platforms, and multi-role enterprise systems where unclear requirements lead to rework and misalignment.  Startups defining product-market fit and enterprises requiring governance and scalable system logic.	
<b>Key Activities</b> Product Definition & Architecture Model roles, states, workflows → single source of truth  Requirements Engineering Stakeholder needs → structured PRDs, decision matrices  UX & System Design Interaction logic, multi-role flows, information architecture  Product Strategy & Governance Decision frameworks, ownership, validation rules	<b>Methodologies &amp; Frameworks</b> Product Management: Agile, Scrum, OKRs, JTBD  Business Analysis & Governance: PRDs, decision matrices, process modeling  UX & Systems Thinking: User-Centered Design (UCD), information architecture, state modeling  <b>Tools</b> Design & Systems: Figma (system design), Miro, FigJam  Product & Analytics: Jira Confluence, Google Analytics, Mixpanel, Airtable  AI Tools: AI-assisted product research, structuring, and documentation  <b>Industries &amp; System Types</b> Healthcare, eLearning, EdTech, SaaS, FinTech, AI platforms, B2B/B2C, marketplaces, enterprise systems	<b>Core Competencies</b> Product Strategy & Architecture Vision → system logic → scalable structure  Requirements Engineering Stakeholder input → implementation-ready docs  UX Architecture Interaction models grounded in product logic  Stakeholder Alignment Shared vocabulary, unified source of truth  Product Governance Clear rules, ownership, decision-making

Combining product management, UX architecture, and systems modeling to build coherent, scalable products with clear decision logic.