

Serhii Tsyhychko

Senior Product Manager (UX & Product Architecture)

 Ukraine | Remote | Open to international collaboration

Email:
st.wrkbox@gmail.com

LinkedIn:
[linkedin.com/in/serhiits](https://www.linkedin.com/in/serhiits)

Portfolio:
<https://bit.ly/st-website-portfolio>

15+ years of experience in SaaS, AI, and multi-role platforms across B2B and B2C environments. I specialize in product definition and system architecture, transforming complex stakeholder requirements into structured product models and scalable solutions. I align strategy, UX, and engineering to reduce ambiguity, accelerate decision-making, and enable predictable delivery.

Core competencies

Product Management	Architecture & UX Systems
<ul style="list-style-type: none">- Product Discovery & OKR's- Cross-functional Leadership- Data-driven Decision Making- Stakeholder Alignment & Communication- Agile/Lean Product Development- Requirements Gathering & Analysis- Business Analysis & Process Optimization- Decision Frameworks and Prioritization- Product Definition & Architecture	<ul style="list-style-type: none">- Product Architecture and System Modeling- Workflow and State-Based Logic Design- Multi-Role Platforms- UX Strategy and Information Architecture- Governance and Documentation Standards- Scalable Platform Design

Experience

Jan 2024 - Current

Senior Product Manager & Product Architect — Multiple Product Engagements (Contract & full-time roles)
Enterprise MedTech (via [GlobalLogic](#)); Workforce Marketplace ([Xtras](#)); CRM/ERP System ([OneBox](#))

Sequential full-time contract engagement across multiple product environments, focused on product definition, system architecture, and requirements structuring for complex platforms.

Led product architecture and product definition initiatives for complex multi-role systems in startup and enterprise environments

- Led end-to-end product discovery and structured requirements architecture using BPMN, state modeling, and workflow formalization
- Designed role-based systems, permissions, and state-driven interaction models
- Defined product strategy, roadmap alignment, and implementation-ready PRDs
- Established governance frameworks and documentation standards as single sources of truth
- Facilitated cross-functional alignment across distributed teams
- Applied research and analytics to validate assumptions and guide prioritization

Mar 2020 - Sep 2023

Senior Product Designer & Product Owner at [Sirv](#) (Product Company)

Defined product model and UX architecture for a scalable SaaS platform, from feature strategy to implementation-ready documentation

- Led discovery and feature validation aligned with long-term product strategy
- Structured complex workflows and scalable design systems reducing delivery friction
- Established documentation frameworks and decision models aligning product and engineering
- Leveraged analytics and user research to guide prioritization and roadmap evolution

July 2018 - Jan 2020

Product Owner & Product Designer at [Coso Cloud \(Class.com\)](#) (Product Company)

Architected enterprise product workflows and UX systems for large-scale B2B platforms.

- Translated stakeholder requirements into structured product models and scalable UX systems
- Designed operational workflows improving efficiency
- Led distributed teams through structured requirements documentation and alignment processes

May 2017 - June 2018

UX Researcher & Product Designer at [EngMe](#) (Start from scratch)

Early-stage EdTech startup. Joined at zero stage (no product, no defined market)

- Conducted market and user research to define product-market fit
- Structured backlog and prioritization frameworks supporting MVP delivery
- Contributed to end-to-end launch of product from scratch to release

Previous Leadership & Design Roles (2010-2017)

Head of Design Department, [iTech Highway](#)

Led 8 designers and partnered with engineering to align UI/UX with technical feasibility. Defined delivery standards and streamlined design-to-dev workflows.

Senior UI/UX Designer, [Qualium Systems](#)

Designed UI/UX for enterprise products, contributed to team delivery processes and design system development

Technical Skills & Tools

Architecture & UX Systems Figma, Miro, FigJam	Product & Analytics Jira, Confluence, Google Analytics, Mixpanel, Notion, Tableau, Airtable
Industries & System Types AI-driven platforms, SaaS, B2B/B2C systems, Marketplaces, Healthcare, EdTech, Enterprise multi-role products	AI Tools AI-assisted product research, structuring, and documentation

Education

V.N. Karazin Kharkiv National University Department of Fundamental Medicine, 2005–2009

Languages

Ukrainian Native
English B2/C1 (Professional)