

# Serhii Tsyhychko

## Senior Product Manager (UX & Product Architecture)

 Ukraine | Remote | Open to international collaboration

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Portfolio:  
[stwork.me](https://stwork.me)

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

### 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**

<b>Architecture &amp; UX Systems</b> Figma, Miro, FigJam	<b>Product &amp; Analytics</b> Jira, Confluence, Google Analytics, Mixpanel, Notion, Tableau, Airtable
<b>Industries &amp; System Types</b> AI-driven platforms, SaaS, B2B/B2C systems, Marketplaces, Healthcare, EdTech, Enterprise multi-role products	<b>AI Tools</b> 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)