

Ivan Korotych

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Senior Product Designer · Lead-level scope · 12+ years shipping complex SaaS at scale — full design ownership at my last two companies. At PandaDoc, redesigned the core document editor — cut task completion time 22% and churn 7%. At Readdle, led Scanner Pro (Apple's Editor's Choice) through a full redesign and a paid-to-freemium shift, growing the user base from ~7M to 9M+. Built design systems across iOS, iPadOS, React Native, and responsive web. I lead cross-functional teams, mentor designers, and build coded prototypes with AI.

EXPERIENCE

Cubbi — Product Designer

Jun 2025 – Apr 2026 | Hybrid | B2B2C SaaS, Food Service Operations

- Sole designer for the entire product — owned design end-to-end across React Native mobile and responsive web, and built the design system from scratch in Figma (variables/tokens, reusable component library)
- Shipped SmartPrep personalization engine — adopters ordered 15–19% more per month with +7pp weekly retention, placing ~2x their proportional share of all orders; designed onboarding, profile setup, and personalized menu sorting
- Designed Credit Dashboard that moved 95% of businesses from Account Manager dependency to full self-service — reduced a 40-field internal form to 12 inputs across 2 progressive steps
- Uncovered Simpson's Paradox in retention data — proved weekly reminders are 3x more impactful than push notifications (+20pp vs +6pp retention)
- Discovered web users are a separate audience from mobile (86% web-only) and designed a platform-specific web-to-app conversion strategy
- Designed Bingo gamification system for new org activation — drove +9.1pp first-order conversion (56.8% vs 47.7%) and ~2x weekly retention vs control group across 1,200+ users

MustardHub — Product Designer (B2B Platform)

Nov 2024 – Apr 2025 | Remote | B2B2C SaaS, Peer Recognition & Rewards

- Led end-to-end product design for platform backbone — user research, wireframing, prototyping, visual design, and engineering handoff for CRUD operations, admin workflows, marketplace, billing, and in-app purchases
- Designed flexible reward program logic (recurring, scheduled, one-time) with configuration UI that enabled non-technical admins to launch programs independently
- Built modular component library and handoff documentation in Figma Dev Mode, cutting implementation back-and-forth with engineering

PandaDoc — Senior Product Designer, Engagement & Retention

Nov 2021 – Oct 2024 | Remote | B2B SaaS, Document Workflows

- Spearheaded Document Editor redesign — cut completion time 22%, lifted NPS +12 for existing users, reduced churn 7%, boosted new user activation 8% through interaction design overhaul and multi-select capabilities
- Drove Dashboard Redesign that raised NPS +16 among manager-level users by clarifying status flows and streamlining task completion through improved information architecture
- Architected Repository Search & Filtering — achieved 95% first-screen relevance and a +27-point CSAT lift for managers of 20+ employee organizations through data-driven design with Amplitude and FullStory
- Shipped Self-Service Reporting tool — reduced CS manual workload 15% and reached 60% adoption in Q1 by automating workflows that previously required engineering involvement
- Designed Notifications System from scratch — severity and role-based multichannel delivery logic serving the entire user base
- Partnered with 3 engineering squads and executives — led design critiques, facilitated cross-team workshops, presented to leadership to secure resources for strategic initiatives

- Evolved the design system with new component patterns; conducted usability testing, A/B testing, and user research using JTBD frameworks and customer journey mapping
- Mentored junior designers on craft and process; advocated for user-centered design across the organization

Readdle — Senior Product Designer, Scanner Pro (Sole)

Jun 2019 – Oct 2021 | Hybrid | iOS/iPadOS B2C App, Millions of Users

- Led end-to-end redesign of Scanner Pro (Apple's Editor's Choice, 4.9★, 327K reviews) — grew user base from ~7M to 9M+, reached #1 in Business across 20+ countries
- Architected and launched freemium subscription model from zero — paywall flows, upgrade pages, and feature gating with A/B testing; achieved ~6% trial-to-subscription conversion, converting a paid-only app into a recurring revenue stream
- Shipped multi-page editor with swipe navigation (replacing 10-step repetitive cycle), nested folders, and multilingual OCR search — edit state visibility eliminated the "lost document" support ticket class
- Co-led ML document recognition — trained on 4,000+ documents tagged by consenting users in one week, validating releases and design direction with a 500+ member beta community; reached 92% automatic type detection, removing manual configuration entirely
- Built and owned iOS/iPadOS design system; defined product design standards; mentored junior designer; contributed to design team hiring

Independent Product Designer

Jan 2016 – Jun 2019 | Remote | B2B/B2C/B2B2G, Various Industries

- Designed a B2B2G legal SaaS platform for court document filing — complex multi-step workflows, conditional logic, and compliance-driven UX serving legal professionals and government agencies (~1.5 years)
- Delivered end-to-end product design for clients across SaaS, e-commerce, and enterprise — research, wireframing, UI design, prototyping, and developer handoff
- Built long-term client relationships with repeat engagements, managing scope, timelines, and stakeholder communication independently

MaxBill — Senior UI/UX Designer

Jan 2014 – Jan 2016 | Hybrid | B2B SaaS, Telecom & Utilities

- Designed enterprise UX for DevOps tools and B2B package configurator with user segmentation and A/B testing — applied systems thinking and service design principles
- Introduced BPMN for visualizing non-linear business flows — improved onboarding efficiency and reduced deployment time
- Created scalable UI patterns across the platform, reducing design debt and improving cross-team consistency

SKILLS

Design & Research: Product Strategy · 0-to-1 / New Product Design · Growth Design · Activation & Retention · Conversion Optimization (CRO) · Subscription & Monetization (Paywall) · Complex Workflow & Enterprise UX · Design Systems · Interaction Design · Information Architecture · Systems Thinking · Service Design · User Research (Qual + Quant) · Usability Testing · A/B Testing · Prototyping · Accessibility (WCAG 2.2) · Mobile & Responsive Web · Personalization · Customer Journey Mapping · JTBD · Data-Driven Design

Leadership: Cross-functional Collaboration (PM, Engineering, Data) · Stakeholder Management · Roadmapping & Prioritization · Design Critiques · Workshop Facilitation · Mentoring Designers · PRD Writing · Engineering Handoff · Design Advocacy

Tools: Figma (Design, Dev Mode, Variables/Tokens) · Principle · Framer · Adobe Creative Suite · Amplitude · FullStory · Storybook · Miro · Notion · Jira · Confluence

AI in Design: Claude · Claude Code · Cursor · Figma Make · AI-assisted coded prototypes for early validation