



My name is **Michael Obelchak** and I'm a **Senior Product Designer**

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Overview

With over five years as a Senior Product Designer, I specialize in transforming complex business requirements into intuitive user experiences. My approach combines data-driven decisions with a deep understanding of user and business needs. Outside of work, I love bodybuilding, Football (European) and motorcycle journeys.

Experience

Senior UX Designer

StickerYou (E-commerce Platform, Custom Editing Software)

February 2022 - Present, Toronto, Ontario

- Led user research and data analysis with a variety of methodologies and tools.
- Orchestrated cross-functional collaboration across marketing, development, customer support, and product teams, driving holistic design strategies that enhanced business growth and customer satisfaction.
- Excelled in prioritizing projects with a keen focus on maximizing revenue, contributing to a 20% increase in earnings from e-commerce source.
- Developed and maintained comprehensive design systems, effectively communicated and presented design rationales to stakeholders, and mentored junior designers, elevating the company's design culture and process efficiency.
- Engineered a comprehensive redesign of user interface elements and workflows, enhancing the user experience and accessibility across web and mobile platforms. This redesign contributed to a significant improvement in key performance metrics, achieving a 34% increase in conversion rate, 49% increase in Average Order Value and improved customer Satisfaction via NPS by 12%, enhancing user experience and accessibility.

UX/UI Designer

Torinit Technologies (SaaS, Real Estate)

April 2021 - February 2022, Toronto, Ontario

- Led a team of 3 designers in developing digital solutions for "Right at Home Realty," the largest real estate agency in Canada, focusing on agent onboarding, deal processing, an agent academy center, and CRM systems for both agents and agencies.
- Innovated a new user flow for deal processing, reducing form-filling time for agents and streamlining validation for deal processors.
- Redesigned flows enhanced operational efficiency by accelerating agent onboarding by 80% and boosting deal processing speed and capacity by over 150%.

Web Designer

Vestra Inet (Studio Multiple B2B & B2C industries and domains)

September 2018 - April 2021, Toronto, Ontario

- Designed and implemented over 30 diverse end-to-end websites and SaaS applications (including CRM systems, inventory management, and bespoke operational tools), notably for major clients like Carlsberg Canada, significantly enhancing user experience and operational workflows.
- Conducted extensive user research and data-driven decisions to gather insights and inform the design process for various digital platforms.
- Efficiently managed the full project lifecycle of over 30 digital projects, adhering to strict timelines with an estimated 90% of projects delivered on or ahead of schedule, ensuring client satisfaction and continuity.
- Collaborated effectively with cross-functional teams and clients, ensuring that the design and functionality of e-commerce sites and software met diverse needs and expectations.



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Skills

- User Research Methodologies: Interviews, Usability Testing, Surveys, Contextual Inquiries, Field Studies, Personas, Diary Studies, A/B Testing
- Quantitative Research, Data Analysis & Visualization, Competitor & Market Analysis
- Design Thinking and Human-Centred Design, UI & Visual Design Principles, Prototyping and Wireframing, Accessibility and Inclusive Design, Cross-Platform Design
- Information Architecture, Content Strategy, Building & Maintaining Design Systems
- Project Management, Leading Design Teams and Projects, Design Strategy, Collaborative Design for Workshops & Sprints
- Agile and Lean UX Methodologies, Facilitation Skill
- HTML, CSS, JavaScript- Emerging Technologies: AR/VR, Voice UI, AI in Design
- Business Acumen: Aligning Design Work with Business Objectives
- Design Ethics

Tools Stack

- **Design & Prototyping:** Figma, Adobe XD, Sketch, InVision
- **Analytics:** Google Analytics, FullStory, Hotjar;
- **Collaboration & Whiteboarding:** Miro, FigJam;
- **Project Management:** Asana, JIRA, Trello;
- **Design Handoff & Version Control:** Zeplin, Abstract, GitHub & Storybook (for design system management);
- **User Testing:** UserTesting.com, Maze.com;
- **Graphic & Visual:** Photoshop, Illustrator, After Effects, Lightroom, Premiere Pro;
- **Motion Design:** Principle, Lottie;
- **3D Modeling & Animation:** 3DS Max, Maya;
- **Documentation Organization:** Confluence, Notion, Google Docs + Sheets;

Education

Post-graduate certificate in 3D Animation & Character Design,

Fanshawe College, London • London, Ontario • 2018

Post-graduate certificate in Mobile Application Development

Centennial College, Toronto • Toronto, Ontario, Ukraine • 2017

Bachelor's degree in Computer Science

Sumy State University • Sumy, Ukraine • 2016

Certificates

Google UX Design Professional Certificate

2024, Google, Coursera