

ANDRII VOROPAI

Product Design Director | Design Team Lead

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EXECUTIVE SUMMARY

Global Product Design Director and Design Team Lead with 15+ years scaling UX strategy, design systems, and distributed design teams. Pioneered AI-augmented, code-based design workflows at DOOR.com, cutting delivery cycles up to 3x and turning designers into builders. Proven track record leading cross-border teams across the US, Europe, and Latin America, driving design system governance and measurable business outcomes at Amazon, Ring, and DOOR.com. Combines hands-on execution, generative AI tooling, and design mentorship to scale design organizations and accelerate product delivery.

CORE COMPETENCIES

Design Leadership & Team Management • Design System Governance • Product Strategy & UX Vision • Cross-Functional & Cross-Border Leadership • AI-Augmented Design Workflows • Vibe Coding & Design-to-Code • UX Infrastructure & Component Libraries • Design Mentorship & Talent Development • Data-Driven Design & Usability Research • Agile / Iterative Product Development • Executive & Stakeholder Communication • Distributed / Global Team Leadership

Tools & Platforms: Figma, Claude (agentic AI workflows & custom skills), HTML/CSS/JS prototyping, Design Tokens

PROFESSIONAL EXPERIENCE

DOOR.com — Design Director

08/2024 – Present

- Lead a globally distributed team of 5 product designers (US, Argentina), partnering with engineering and product across 4 countries (US, Romania, Poland, Argentina).
- Transformed the team from Figma-only to dev-ready, code-based collaboration in under 6 months — designers now ship design system components, frontend, and interactive prototypes in code.
- Built a builder-mindset culture with AI tools: shipped 10+ Claude skills org-wide, including marketing automation, user testing, keynote-building, and design/web guardrails.
- Cut marketing support time 2x and automated 10+ design routines, freeing the team for strategy and ideation.
- Accelerated user feedback 3x and doubled web development speed by moving prototyping and frontend ownership to designers.

Amazon.com — Principal UX Designer (L7) / Design Lead

05/2022 – 06/2024

- Led and mentored a team of 4 senior designers, setting design direction and raising the bar for design craft and consistency across multiple product lines.
- Architected a data-driven onboarding framework that reduced development and QA effort by 70%, directly lowering engineering costs and accelerating release cycles.
- Elevated cross-team communication and design governance, streamlining collaboration between design, product, and engineering to deliver seamless onboarding experiences at scale.
- Mentored multiple design teams org-wide, improving delivery efficiency and quality of design deliverables across squads.

Ring.com — Product Design Lead

08/2017 – 05/2022

- Led UX strategy and design for mobile onboarding across 50+ device types, improving user activation rates and reducing setup friction at scale.
- Designed and scaled Customer Journey Mapping (CJM)-based workshops, standardizing design processes across teams and accelerating cross-functional alignment.
- Directed design system improvements that reduced UI inconsistencies by 80%, strengthening brand cohesion across the Ring product ecosystem.

Livestream (Vimeo) — Senior UX Designer

11/2014 – 08/2017

- Led the full UX migration of Livestream Studio from desktop to cloud, redesigning core workflows while preserving continuity for a large existing user base.
- Spearheaded mobile UX design for the MEVO cam product, improving usability and contributing to a successful product launch.
- Established streamlined design-engineering communication workflows, improving cross-functional delivery speed.

**Earlier Career — UX Design Roles — Win Interactive, Cogniance (Star),
Universal Mind, NSG Group, Digital Ventures, PrivatBank**

2008 – 2014

- Built foundational UX/UI expertise across user research, usability testing, and early design system development for multiple product and client teams.

EDUCATION

Oles Honchar Dnipro National University — Electronic Devices & Systems, 2001 – 2007

Dnipro State Finance Academy — Master of Finance, 2001 – 2006

LANGUAGES

English (C1) | Polish (B2) | Ukrainian (Native)