Pavlo Navolochko

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Behance Linkedin

Product Designer with 14 years of experience designing and leading complex, large-scale systems across consumer and internal products. Specialized in system-level design, design management, and scalable product foundations, combining strong craft with data, AI, and hands-on technical collaboration. Regularly operated in ambiguous problem spaces, defining problem frames, constraints, and success metrics before execution.

Experience

Senior Product Designer
Wolt/Doordash • 08/2024 - Now

Led design for engagement and promotion experiences within a large-scale consumer platform. Owned end-to-end design execution across discovery, activation, and reward surfaces, partnering closely with product, engineering, and data to improve user engagement and retention through systematic, measurable design decisions.

Design Manager
Yolo • 02/2019 — 07/2024

Led design across multiple 0→1 and scaled products, including consumer-facing apps and complex internal platforms (wallets, customer service, fraud prevention).

Established system-level design standards and internal design systems supporting multiple products and teams. Built and operationalized an experimentation practice (A/B and split testing) in close collaboration with data and analytics, enabling evidence-based product decisions and improved UX outcomes.

Managed designers, defined design processes, and partnered with engineering and product leadership to scale design quality across the organization.

Senior Product Designer
Yolo • 05/2017 — 02/2019

Collaborated closely with engineers and PMs to deliver data-informed product improvements through iterative testing.

Product Designer
Taplend • 07/2016 — 04/2017

Contributed to end-to-end product design through user research, testing, and iterative delivery in cross-functional teams.

Product Designer
TrackDuck • 08/2015 — 07/2016

Working closely with developers and other stakeholders, effective communication and collaboration were key to align design with implementation. Usability testing and iterative design were vital, adapting the product based on real-world user experiences for optimal results. Acquired by InVision.

Designer
Hexagon Agency • 04/2013 — 07/2015

Brought to life impactful design solutions for world well-known brands. Lead a spirited team of creative minds in delivering strategic, pixel-perfect solutions. Got more than 20 world awards.

Pro-bono   *I don't stop designing when my job ends*

Erny.app • 01/2026 — now

Independent product work: designing and building a consumer application from concept to execution, owning product definition, system design, and implementation. Focused on scalable foundations, AI-assisted workflows, and long-term product evolution.

Wois.io • 02/2021 — 06/2023

Together with founder executed from idea to the workable product. Took second best app of the week and third best of the month on ProductHunt.

Moon.io • 01/2021 — 07/2024

Designed and maintained a multi-product design system supporting complex product ecosystems, enabling consistency, reuse, and scalable design decision-making across teams.

Education

UX Certification ID 1023977
Nielsen Norman Group

Design management course
dmpatterns.com

Product Design Psychology Course
growth.design