



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

<https://michaelobelchak.com/>

[+1 \(647\) 676 - 6863](tel:+1(647)676-6863)

[michael.obelchak@gmail.com](mailto:michael.obelchak@gmail.com)

[linkedin.com/in/michael-obelchak/](https://linkedin.com/in/michael-obelchak/)

## Overview

I've dedicated the last 6+ years to product design, mastering the craft of creating digital spaces that not only delight users but also drive results for businesses. My approach combines extensive user research, creativity, and data to craft experiences where every interaction feels intuitive, engaging, and meaningful. Outside of work, I enjoy bodybuilding, football (European), and motorcycle journeys.

## Experience

### Senior Product Designer

MOTTIV (B2C, FitTech, Mobile Application)

May 2024 - Present, Toronto, Ontario

- Leading a comprehensive redesign of the MOTTIV app for iOS and Android, introducing gamification, AI, and enhanced user experiences to boost engagement metrics and drive key business KPIs, supporting a growing base of over 30,000 active monthly users;
- Driving user research initiatives and data analytics that directly inform product and design strategy, transforming insights into actionable design decisions that align with user needs and advance company goals, resulting in increased user activation, retention, and referral rates;

### Senior UX Designer

StickerYou (B2C, E-commerce Platform, Editing Software)

February 2022 - May 2024, Toronto, Ontario

- Played a key role in strategic decision-making around prioritizing UX solutions, ensuring the most significant impact on user experience and aligning design strategies with business objectives, which contributed to a 20% increase in earnings from e-commerce;
- Conducted extensive user research and applied insights to redesign existing flows, resulting in a 34% increase in conversion rates, a 49% rise in average order value, and a 12% boost in customer satisfaction (NPS);
- Led the development and implementation of a comprehensive design system, collaborated closely with cross-functional teams, and mentored junior designers.

### UX/UI Designer

Torinit Technologies (B2B, 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 workflows to enhance operational efficiency, 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

- Delivered over 30 web, mobile, and SaaS projects, overseeing everything from initial client consultation and user research to final deployment. Projects included customer CRM systems, complex inventory management, e-commerce platforms, and various custom software solutions. Notable clients included Carlsberg Canada (inventory management), MODANI Rings (product configurator), and MacGregors (order management system).



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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