

Alex Zapadenko

Principal Product Designer

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Portfolio: product.inc

Summary

Product design leader with 15+ years across enterprise platforms, B2B SaaS, and 0→1 products. Currently directing AI-driven design at Banyan Software, shaping both the AI-assisted pipeline and the next-generation experiences it ships across a portfolio of 50+ vertical SaaS products. Recently led the design for re-platforming Intuit Mailchimp Transactional — a developer-focused email API — into the unified Mailchimp experience. Earlier, scaled TheoremOne's design team from 10 to 50+ and integrated a 200-person global design practice at Monks. Open to select fractional and advisory engagements where I can set strategy, ship complex products, and build the teams behind them.

Core Competencies

- AI-assisted design — prompting, agentic workflows, and AI-accelerated prototyping from concept to production
- Designing AI-native product UX — agent interfaces, human-in-the-loop control, and evaluation loops
- Architecting AI-assisted design pipelines that scale output across large product portfolios
- Product strategy, systems thinking, and complex platform/admin design (workflows, permissions, RBAC, data models)
- Design leadership, org scaling, and coaching — including upskilling teams on AI tooling
- 0→1 and 1→n delivery with hands-on execution in Figma, Cursor, and Claude

Professional Experience

Principal Architect, AI Design

Banyan Software

May 2026 — Present

Direct AI-driven design for an internal Software Modernization Factory retooling a portfolio of 50+ vertical SaaS products across the group. Shape both the AI-assisted pipeline that does the work and the next generation of experiences it ships.

Product Designer

Intuit Mailchimp (Contract)

April 2026

Led design vision for unifying Mailchimp Transactional into the core Mailchimp product, a re-platform collapsing two separate apps into one workspace for marketers and developers. Made the case for moving from an incremental UI refresh to a full platform integration.

Principal Product Designer

Product Inc.

Dec 2022 — Present

Fractional design leader for early-stage teams. Define product strategy, design 0→1 experiences, and accelerate GTM. Lead product and UX for EarthWonders (e-commerce) and Edvo (B2C SaaS). Deliver concepts, websites, and investor materials for Cracken AGI, Journify, UnboxAI, and other emerging startups.

Senior Director of Product Design

Monks Technology Services

May 2022 — May 2024

Following acquisition of TheoremOne co-led integration of TheoremOne and Zemoga design teams into a unified 200-person global practice. Established leveling, career paths, and hiring operations that enabled full design integration in under 9 months, faster than any other function. Directed 100-person product design org, improving delivery quality and client confidence. Represented design in enterprise sales, contributing to multimillion-dollar wins. Provided strategic IC leadership on engagements with Apple, GitHub, Wells Fargo, PNC, and BCG.

Director of Product Design

TheoremOne

Nov 2020 — May 2022

Scaled design team from 20 to 50+, establishing organizational structure, hiring operations, and performance frameworks. Elevated design maturity and delivery quality during the company's growth to 500 people and subsequent acquisition.

Manager of Product Design

TheoremOne

Jun 2017 — Nov 2020

Grew design team from 10 to 20 designers and introduced lead roles to create organizational structure for scale. Established design operations, career development frameworks, and client engagement models. Built the foundation for the team's ability to take on larger, more complex enterprise engagements.

Product Designer

TheoremOne

Dec 2015 — Jun 2017

Delivered UX and visual design for enterprise and consumer applications across retail, telecom, logistics, and B2B SaaS. Built user experiences from concept to production within cross-functional teams. Clients included Apple, First American, Infor, AT&T, Maersk, and Caterpillar.

UX/UI Designer

Early Career

Aug 2007 — Nov 2015

Delivered user experience and visual design across travel, tech, gaming, and agency environments.

Education

Kyiv State Institute of Decorative and Applied Art and Design

Graphic Design

2009 — 2012

Khmelnytskyi State Pedagogical Academy

Art Studies

2004 — 2007