Alex Zapadenko

Product Design Leader

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Summary

Product design leader with 15+ years across enterprise platforms, B2B SaaS and 0→1 products, who has run design orgs and still designs hands-on. I grew TheoremOne's design team from 10 to 50+, co-led merging two design orgs into one 200-person global practice at Monks, and built a 100-person product design org through leads, managers and directors I hired and coached. Today I direct AI-driven design for the modernization of a portfolio of 50+ vertical SaaS products at Banyan Software, where I built the design system the modernized apps run on. I also design and build my own products: YumLog, a voice-first calorie tracker for Apple Watch and iPhone, built in two weeks and now on the App Store.

Experience

Principal Architect, AI Product Design

Banyan Software · May 2026 – Present

- Direct AI-driven design for Banyan's internal Software Modernization Factory, which is retooling a portfolio of 50+ vertical SaaS products across the group.
- Built the design system that powers the applications going through the modernization process.
- Design both halves of the work: the AI-assisted pipeline that does the modernization, and the product experiences it ships, with AI-assisted workflows where legacy interfaces stood.

Principal Product Designer (Contract)

Intuit Mailchimp · Apr 2026

- Designed the unification of Mailchimp Transactional (formerly Mandrill) into the core Mailchimp product: two separately built apps, often used by the same customer.
- Made the case for a full re-platform over an incremental Mandrill refresh.

Principal Product Designer

product.inc (fractional design practice) · Dec 2022 – Present

- Fractional design lead for early-stage teams, from product strategy through launch, including product design, brand and launch site for Edvo, a 0→1 knowledge workspace.
- EarthWonders, a 0→1 marketplace for fine-mineral collectors: led product design and strategy with the founding team. Shipped the MVP in six months with 84 dealers onboarded and 83,000+ specimens listed.
- Prototyped EarthWonders' core surfaces in code, AI-assisted and against real data, cutting filter iteration from months to days.

Senior Director of Product Design

Monks Technology Services · May 2022 – May 2024

- After Monks acquired TheoremOne, co-led merging the TheoremOne and Zemoga design teams into one 200-person global practice. Leveling, career paths and hiring operations closed the integration in under nine months, faster than any other function.
- Built and ran a 100-person product design org through a network of leads, managers and directors I hired, coached and grew.
- Represented design in enterprise sales that contributed to multimillion-dollar wins, and was strategic IC lead on engagements with Apple, GitHub, Wells Fargo, PNC and BCG.

TheoremOne
Acquired by Monks in 2022 · Dec 2015 – May 2022

Director of Product Design · Nov 2020 – May 2022

- Scaled the design team from 20 to 50+ as the company grew to 500 people, and put org structure, hiring operations and performance frameworks in place.

Manager of Product Design · Jun 2017 – Nov 2020

- Grew the team from 10 to 20, introduced lead roles, and set up design operations, career frameworks and client engagement models.
- Led WatchWorthy 0→1 for Ranker end to end: concept, brand, design system and every screen of v1. Launched on iOS in March 2020; Ranker still ships it in 2026, rated 4.6 stars across about 4,000 ratings.

Product Designer · Dec 2015 – Jun 2017

- UX and visual design from concept to production for Apple, First American, Infor, AT&T, Maersk and Caterpillar.

UX/UI Designer
Rokitt, Star, Ciklum · 2007 – 2015

- UX and visual design across travel, tech, gaming and agency work.

Selected work

- **BlackLine.** Design lead on modernizing a financial-close platform: built the Pantheon design system and planned a staged React migration, highest-traffic screens first, handed to the client's engineering team.
- **Apple.** Designed 0→1 a native Mac app for voice-assistant researchers that captures screen, workspace and the assistant under test as one recording.
- **Osage Nation.** Service design and design system for myOsage, one member portal for crisis, energy and membership services.
- **DocRobot.** Led 0→1 design of an enterprise AI document workspace that redacted confidential files on the user's machine before any model saw them.

Case studies at product.inc

Building

- **YumLog (Oct 2026).** A voice-first calorie tracker for Apple Watch and iPhone, designed and built on my own in two weeks: product, brand, the SwiftUI apps, the server and pricing. Live on the App Store; yumlog.dev won a CSS Design Awards Special Kudos.
- **Tentaplex, founder (since Sep 2026).** Tentanote, a native Mac app in SwiftUI that sorts mail, calendar, notes, files and tabs into the projects of your life, and Tentabase, the database under it.

Skills

Product strategy · Org design and scaling · Hiring, leveling and career frameworks · Design operations · Design systems · Complex enterprise UX (permissions, RBAC, data-dense workflows) · AI-native product UX (agent interfaces, human-in-the-loop) · 0→1 product development · Prototyping in code (React, Next.js, SwiftUI) · Figma · Claude Code · Cursor

Education

Kyiv State Institute of Decorative and Applied Art and Design · Graphic Design
Khmelnytskyi State Pedagogical Academy · Art Studies