Portfolio

Senior UX Architect

Viacheslav Stupak

Ovierview

I turn complex products into intuitive user experiences.
12+ years designing B2B, B2C and SaaS products.

About me

I'm a **Senior UI/UX Engineer** and **Design Manager** with more than a decade of experience, shaping effective design processes and delivering solutions for complex B2B, SaaS and enterprise products — primarily for EU and US markets, including a Big Four company.

I bring senior design expertise, but what really matters to me is making things work — aligning business goals, user needs and team workflows into a clear, practical process that solves real problems.

12+ years in business | Teams: 4–12 designers | 80+ projects delivered

Project highlights

Please note: all project titles and key details have been changed due to **NDA restrictions**.
Visuals, names and other sensitive information have been anonymized to ensure client confidentiality.

ProjectGo

Advanced presentation tool
for showcasing methodologies

AI Generation

Smart Document Generation
with AI

Intelligent Testing

AI-powered user story testing
instrument

Overview

ProjectGO — new approach to presentations

Tool allows employees demonstrate how specific methodologies and amplifiers could benefit businesses.

Timeline:	~ 4 weeks
Role:	Design Project Lead
Teams:	3 cross-functional teams (UI/UX, Graphic & Motion, Dev)

My role and responsibilities

Managed a distributed design team across three cross-functional groups

Defined platform IA, screen structure, and interaction flow from scratch

Designed and reviewed UX flows, wireframes, and high-fidelity prototypes

- Balanced team capacity and task allocation
- Facilitated cross-team syncs to align business goals with design priorities
- Oversaw final UI consistency, accessibility compliance, and handoff deliverables
- Blending visual storytelling with usability for presentation-first experiences.

Key challenges

The project was initiated with the goal of presenting a working product at a major business conference. The client had only a vague concept and needed a platform ready for demo from scratch — in under a month.

Extreme time pressure

We had approximately one month to complete the design and development. The deadline was set based on the date of the conference, where the business team planned to present the product in person.

Unclear vision without actual content

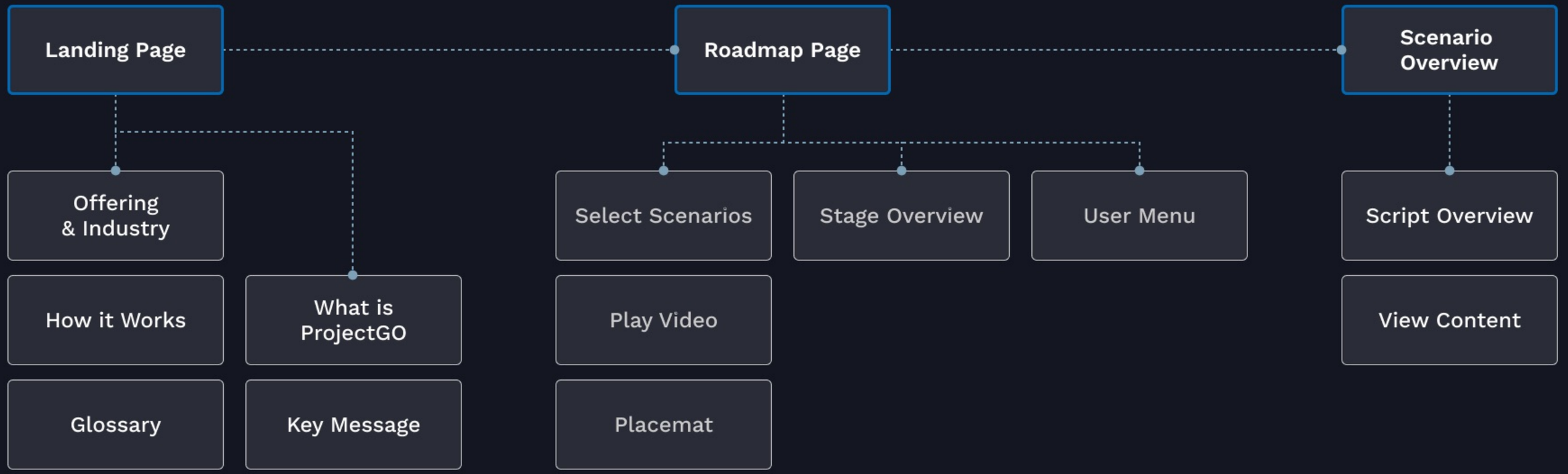
Most of the time, the client was uncertain about the solution we should ultimately deliver. The requirements changed multiple times throughout the design stage and the content was provided during the final days of development.

Cross-team complexity

Since three teams were involved in the project, we had to manage communication and task delegation effectively.

Information Architecture

Navigation structure and screen hierarchy is based on journey-based sections of the platform. Users can choose scenarios and generate dynamic roadmaps, which creates significant interaction complexity, requiring thoughtful IA and fallback mechanisms.

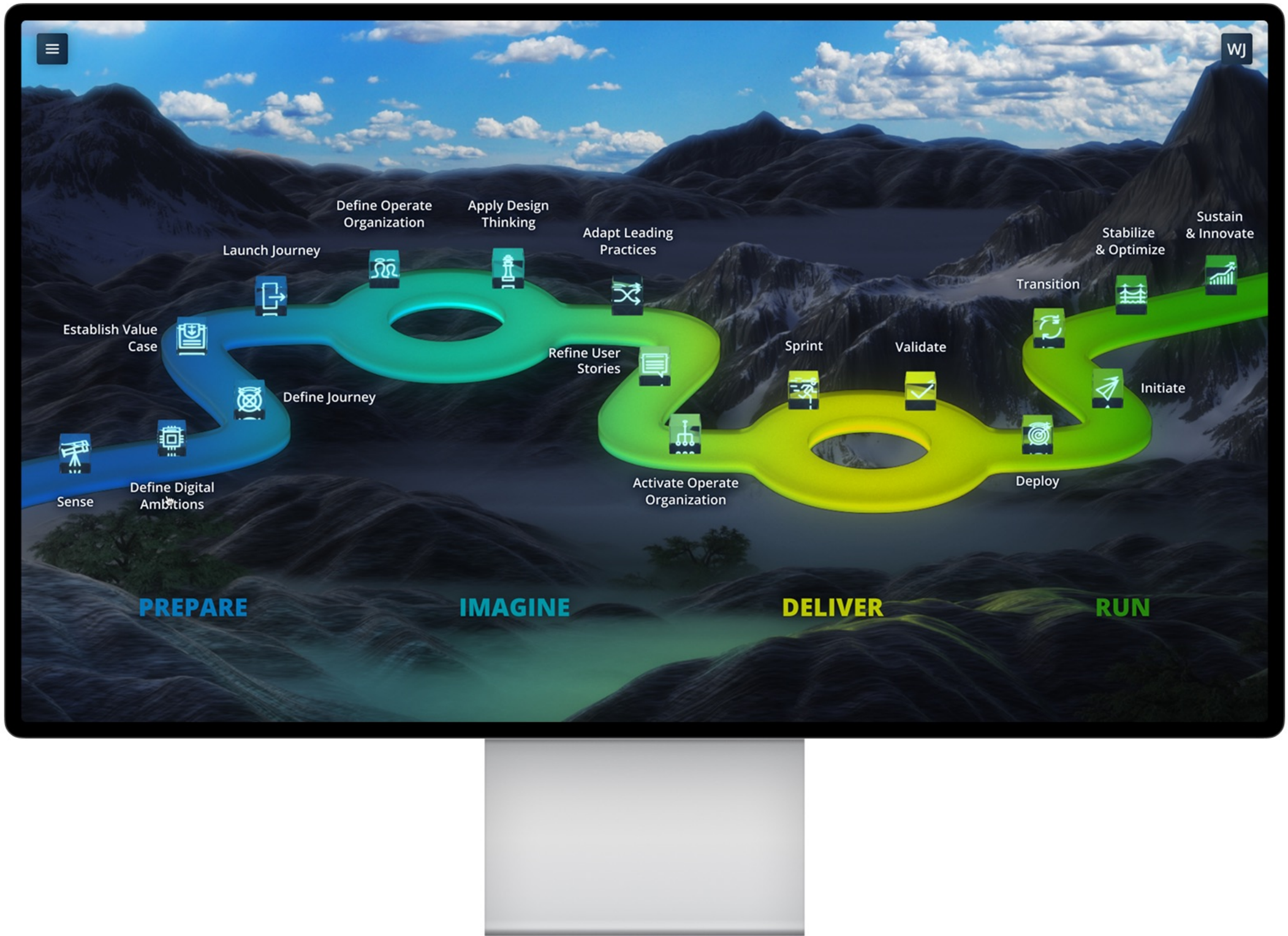


Entities mapping and UI ideation

We rapidly iterated on concepts to adapt to shifting requirements, continuously testing different layout versions and styles. The overall logic is structured around selecting an offering, industry, and sector, which defines the scenarios the user will see as they proceed.

Roadmap screen

Unique design reflects the diversity of tools and amplifiers within
the complex methodology system. Roadmap went through dozens of iterations —
a true battlefield of ideas before reaching its final form.



Actions and Solutions

Requirement Framing

Translation of vague client ideas into design hypotheses and guiding the team to validate them through structured short cycles.

Structured Syncs

Regular alignment sessions across all involved teams were initiated creating space for critical decisions and scope clarification.

Feedback Mediation

I served as the point of contact between business and design to buffer conflicting input, reframe emotional feedback, and keep the team focused.

Collaboration Culture

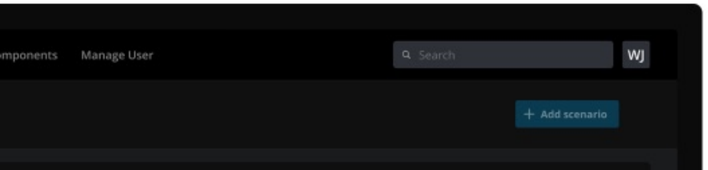
We emphasized cross-visibility: each designer knew what others were working on, which reduced overlap and confusion.

Capacity Planning

We redistributed workloads to match deadlines, avoiding designer burnout and ensuring consistent progress.

Scenarios screens

Simple input from the user to see the required scenarios and scripts.



Stage overview

Explore each stage’s content via the methodology roadmap, with a clean layout and sleek animated glass effects.

Outcomes & reflection

Despite time pressure, we delivered required UX/UI outputs that ensured the product could be demoed effectively and iterated on later.

This project was a test of focus, emotional intelligence, and team trust. We successfully shipped under pressure, and the process helped sharpen our risk mitigation skills.

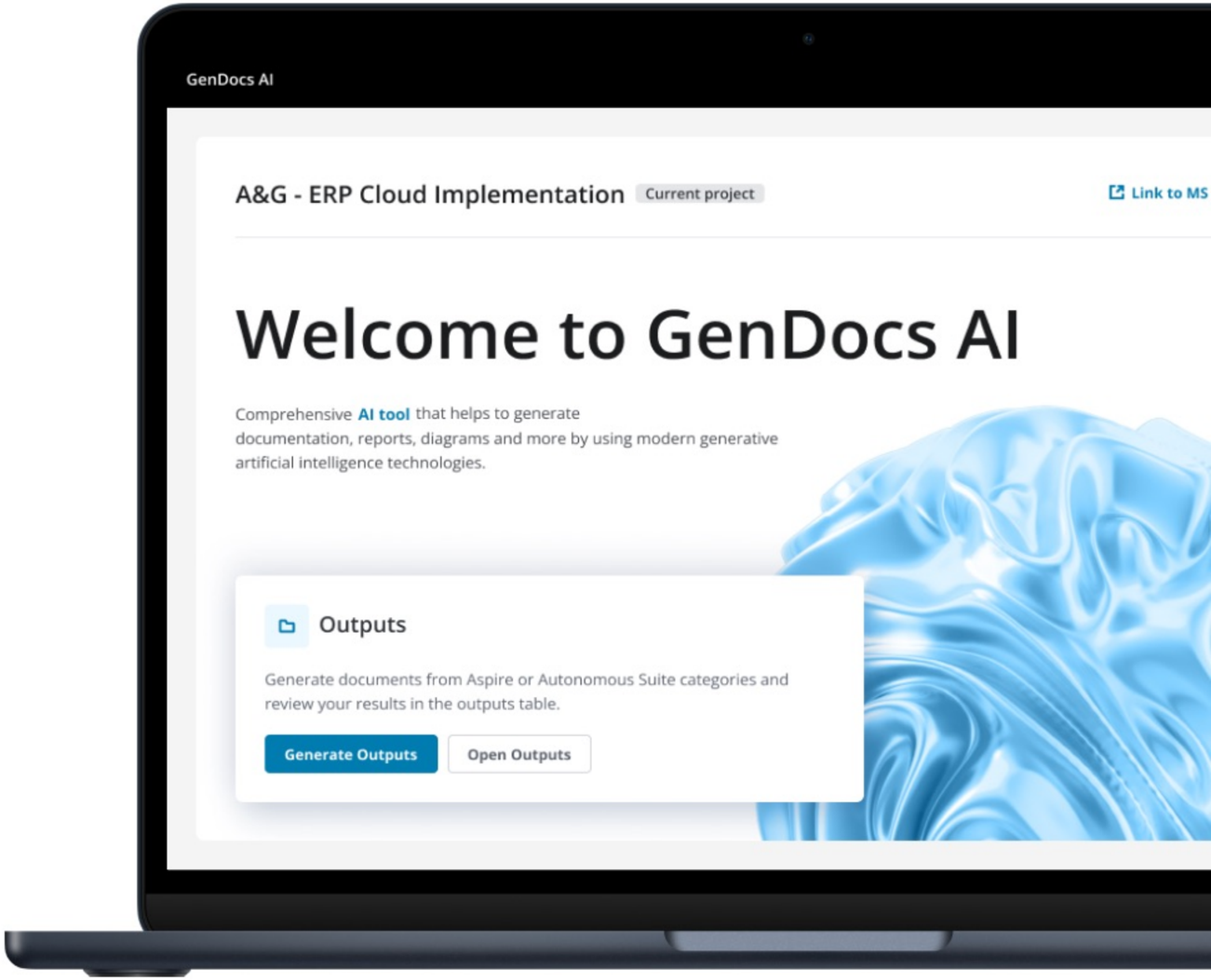
While the product itself was temporary, the leadership practices and operational resilience we developed had a lasting impact.

Overview

GenDoc AI — easy documents generation within large B2B system.

It uses generative AI engine that helps to generate the outputs of various types in the most efficient way.

Timeline:	2023 –
Role:	Design Project Lead
Teams:	UI/UX and 3+ dev teams



Key challenges

The project required a complete overhaul of the design approach and stakeholder collaboration.

Leftovers from previous design team

The design team from the client side created questionable layouts that required enhancements or even complete redesign from the ground up.

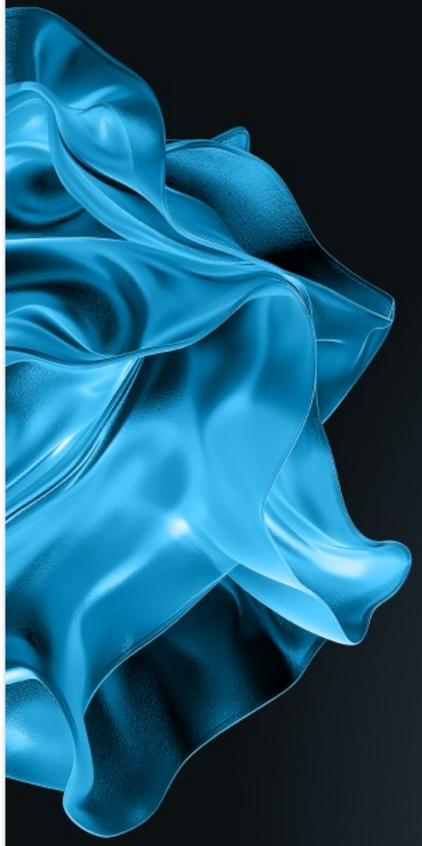
Simultaneous work on various features

A large amount of work each day was caused by having many items in progress simultaneously.

Several development teams

Features were being developed in parallel, with various managers and BAs strictly responsible for their tasks.

Actions and solutions



Design review as a first step

We initiated review of the already implemented features.

Dedicated UI/UX meeting

It was held weekly, allowing all functional team members to join and discuss design-related questions. Additionally, we identified a key point of contact on the client's side responsible for design matters.

Access to dev environment

To improve clarity and enable effective cross-team collaboration, we decided to use an ADO board to track project tasks.

Design review

The UI/UX review helped us identify weak points and inconsistencies across the system. Since not all delivered solutions aligned with the design mockups, the review provided an opportunity to address those gaps.

Notes

1 Header

To keep the user interface consistent, use the **Ascend Design System** components. Since the heading appears on every page, make sure it looks the same throughout.

Header Issues:

- The **Deloitte logo** size **does not match** the mockups.

- **Padding** do not match the mockups.

Consistency | Logical architecture and navigation

2 User Profile

Usually in header, there is always a **"User Profile"** in the right corner, so we **recommend using a similar approach** that will create a better user experience.

Consistency

3 Button "Import from Knowledge Base"

The **"Log Out" icon** is not used for its intended purpose. Note that the current icon does not follow **Ascend's Design System**, where the **"Log Out" icon** is oriented in the opposite direction.

Consistency | Aesthetic-Usability Effect

Logical architecture and navigation

4 Button "Sort by"

"Sort by" button **do not match** the mockups.

Consistency

5 Button placement, style "Generate New Output"

In Ascend, the subheader is used not only to display page titles and additional information, but also to place action buttons. The right side of the header is where Ascend users expect to find action buttons on the page, so we recommend moving the button to the subheader.

Consistency | Logical architecture and navigation

Effective structure and layout

6 Table headers

Text in column header should be cropped if there is not enough space.

Consistency | Logical architecture and navigation

7 Text alignment

Text alignment do not match the mockups.

Consistency | Logical architecture and navigation

8 Several cells with documents

If a row is divided into cells with various documents, it might confuse users. One solution we recommend is to **include** a status showing that the documents are **In Progress**.

Consistency | Aesthetic-Usability Effect

Readability | Effective structure and layout

9 Padding

Padding does not match mockups. May be confusing for the user. Creates the **impression** of a system that is **not functioning properly.** Impacts how easy it is to understand and read information.

Consistency | Aesthetic-Usability Effect

Readability | Effective structure and layout

10 Table style

The corner should not be displayed within the table, do not match the mockups.

Consistency | Logical architecture and navigation

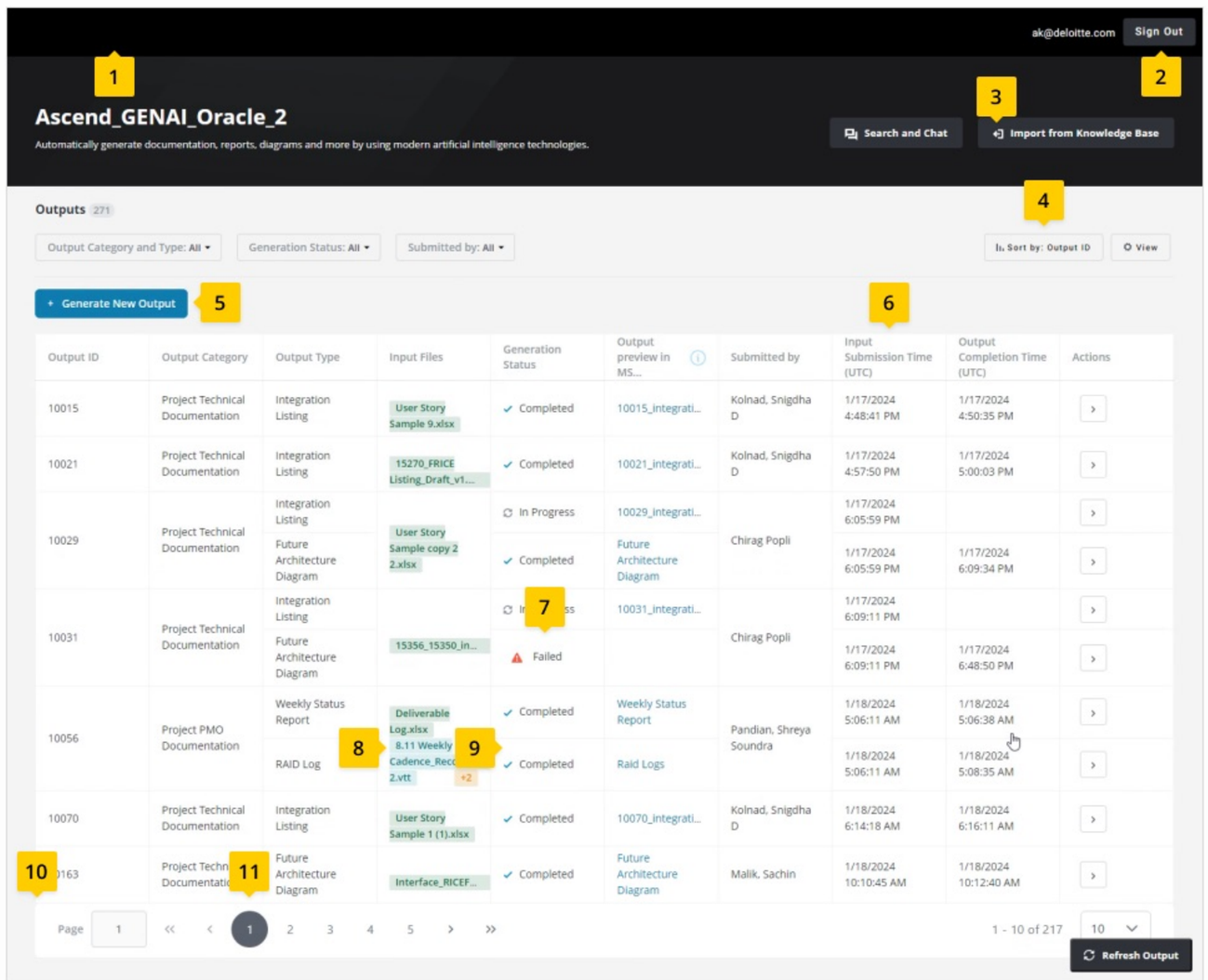
11 Pagination style

We noticed that the way pages are shown doesn't match the **Ascend Design System**.To solve this problem, we recommend taking a closer look at mockups where element sizes, padding, icons, and colors.

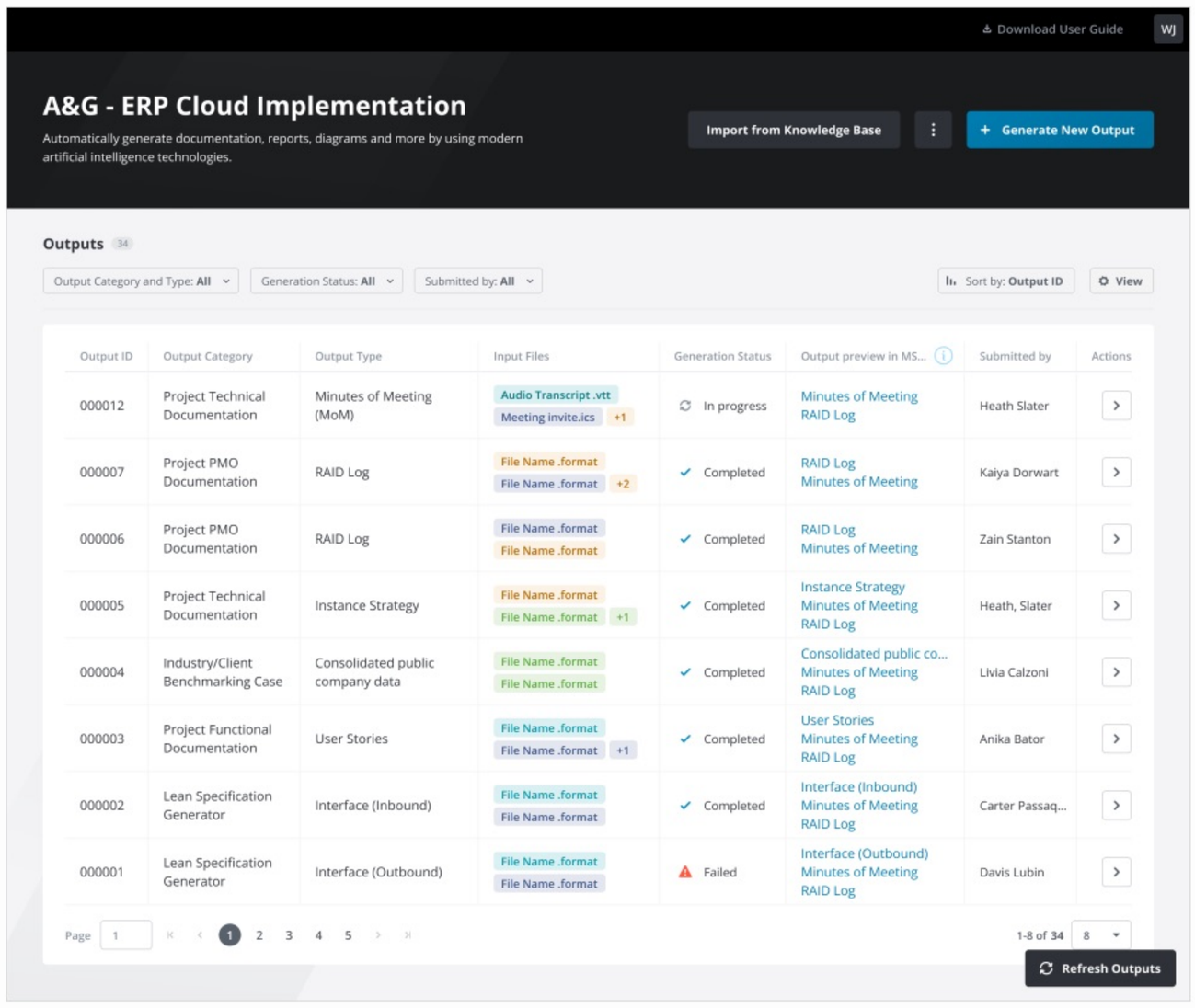
Also, as we mentioned before, the icons used to move between pages don't follow the right layouts and don't look like the **Ascend icons.** To make things better, we suggest fixing the icons to make them fit in with the mockups and **Ascend Design System**.

Consistency | Aesthetic-Usability Effect

Current QA Environment



Current Mockup



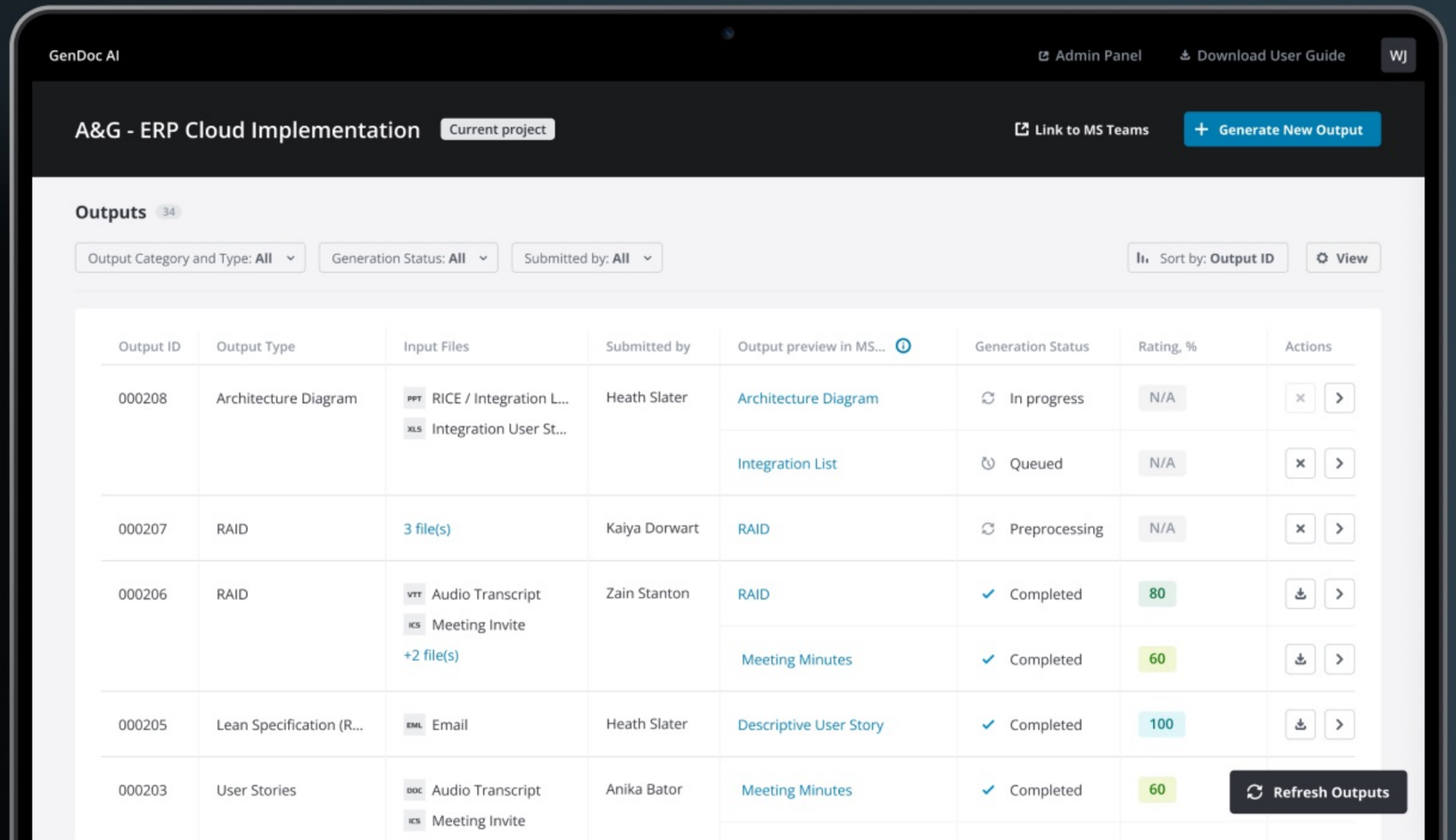
View more screens and concepts

Components in reference design system

Reference design system covers all possible states of inputs and controls to provide maximum feedback for users

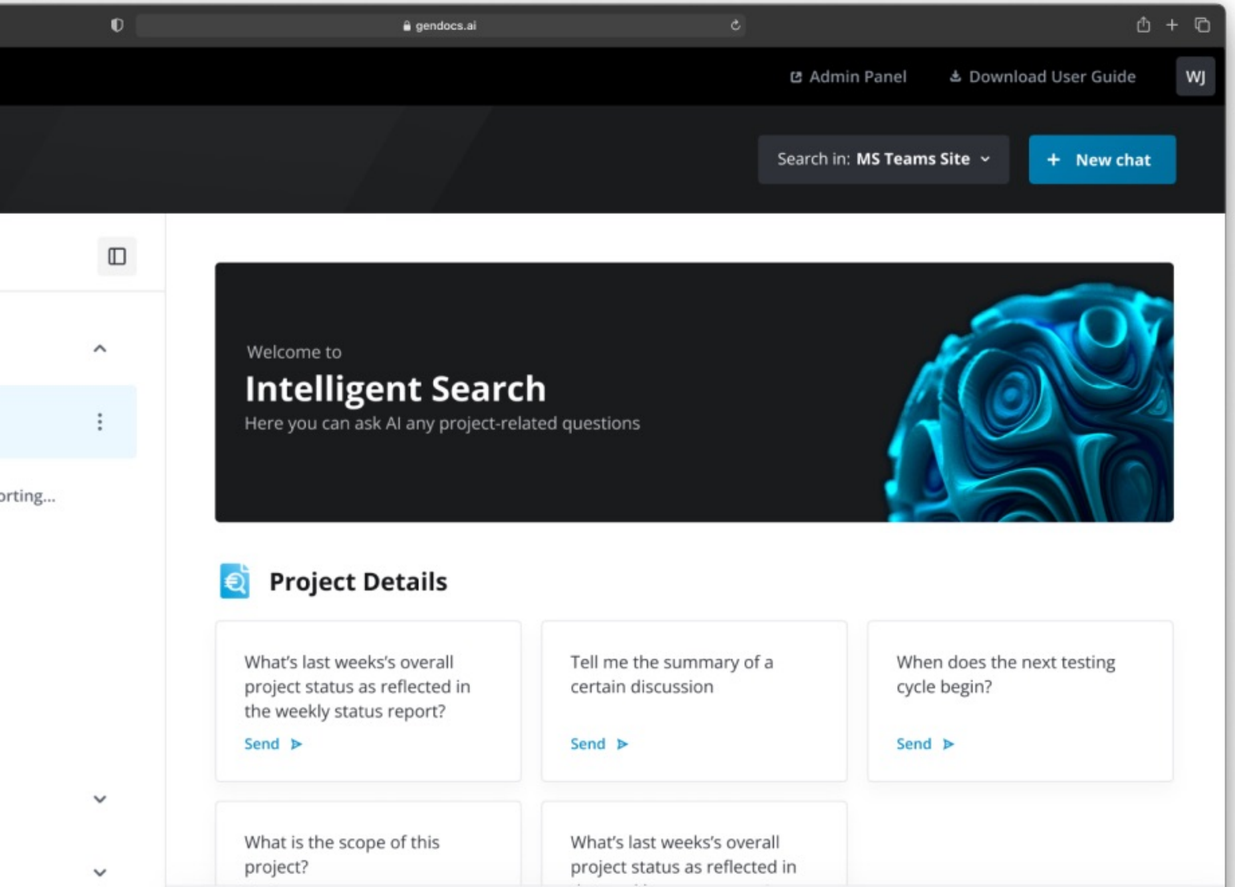
Generated outputs

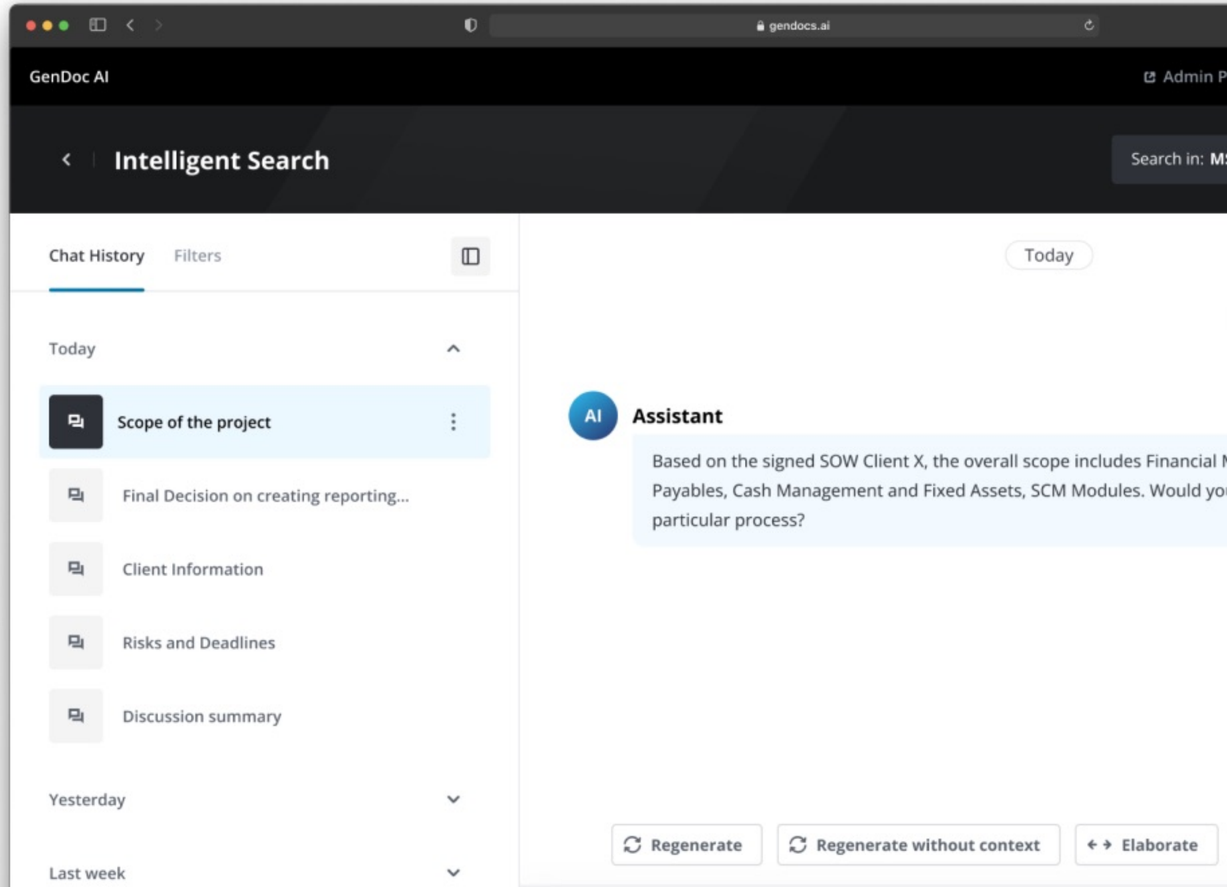
One of the main pages showcases a structured list of all generated results, with options to sort, filter, and customize the view for each user.



Intelligent Search

We built an internal ChatGPT-like tool to help project users explore available information.





Outcomes & reflection

Effective actions helped prevent the project (and us) from collapsing.

Essentially, we enhanced the user experience and significantly optimized processes across the entire workflow.

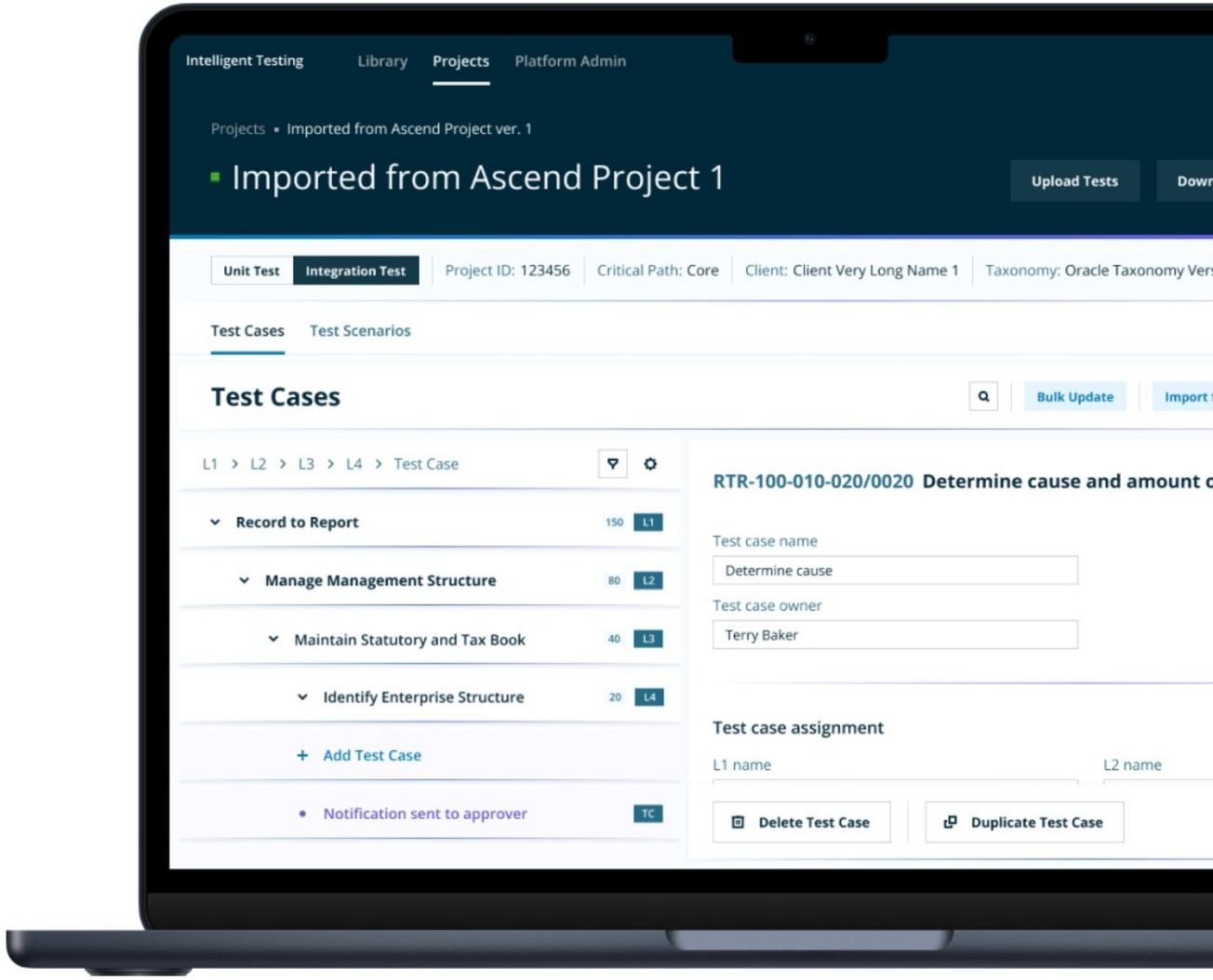
The overall quality of outputs improved by over 20%, based on post-generation user feedback.

Overview

Intelligent Testing — user story testing tool powered by generative AI

The Intelligent Testing tool enables users to create, manage, and execute test cases and scenarios, run bots, log defects, and generate complex reports.

Timeline:	2023 –
Role:	Design Project Lead
Teams:	UI/UX and 3 dev teams



My role and responsibilities

Collaborated with multiple development teams and stakeholders

Organized design and management processes on the project

Complex features delivery: from the initial idea to the implementation

Key challenges

The project started as a simple two- to three-week, three-page deliverable, but eventually evolved into a valuable tool. I joined at the MVP stage, when the main screens were already created, but a cohesive vision and design approach had not yet been established.

Several key aspects of the design process were missing, and over time, my team and I successfully introduced and implemented them.

Communication in Figma

For a long time, the team wasn't involved in planning or daily meetings and had no dedicated calls. Most approvals were managed through comments in Figma.

Lack of task management

Tasks were created based on comments or ad hoc calls, making the process difficult to manage.

Not enough clarity and visibility

There was limited visibility into sprint progress and an inability to quickly respond to updates and changes.

Solutions

Simple yet very effective solutions made a big difference in our work. It may sound strange, but team didn’t have the following processes before.

Overhaul of task management

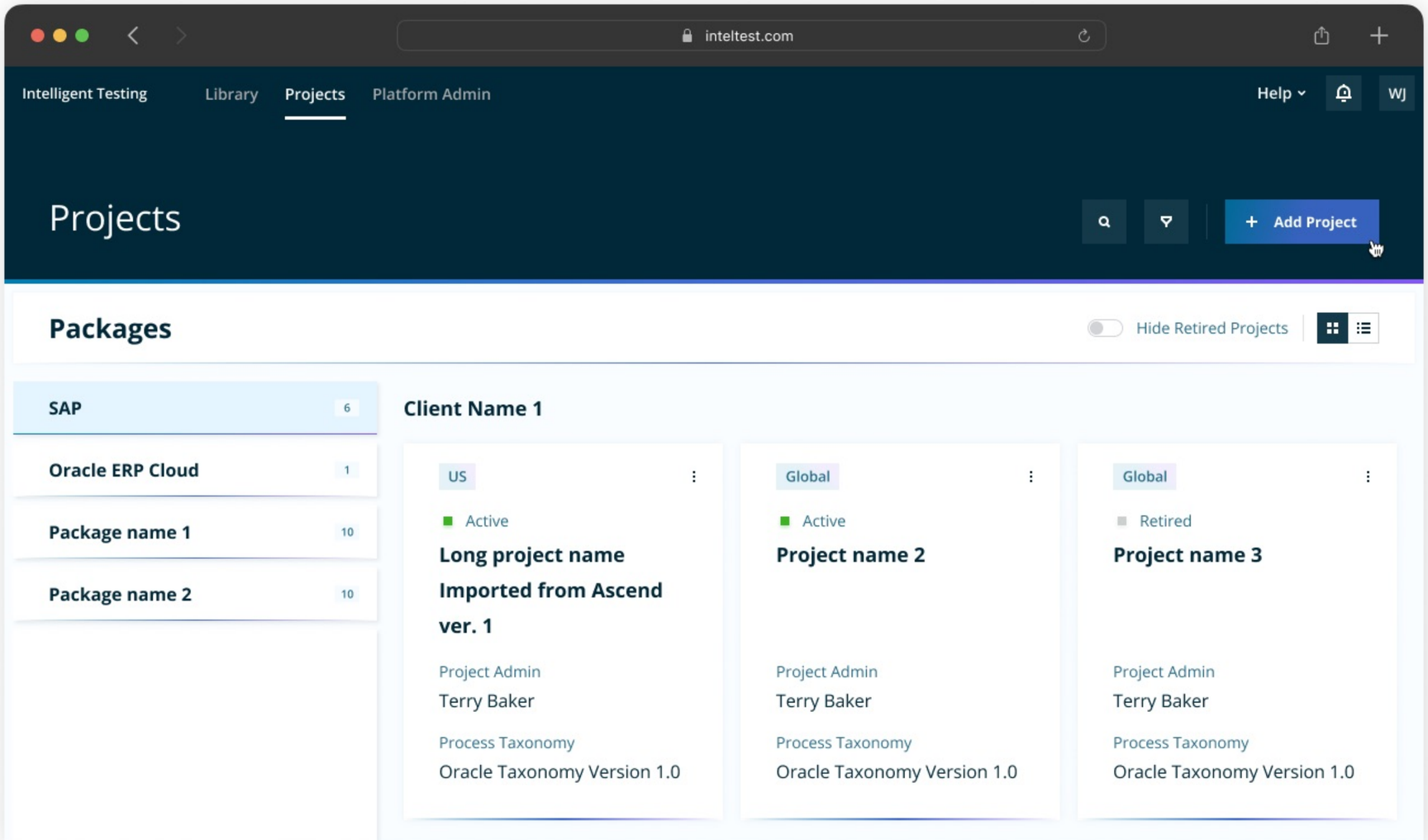
We started with the fundamentals — creating tasks and subtasks, adding descriptions, and attaching all materials received from the client. We also began defining priorities and updating statuses accordingly.

Daily calls with developers — done

Design questions can now be discussed immediately with all team members. Moreover, it brought clarity to the development process that was previously lacking.

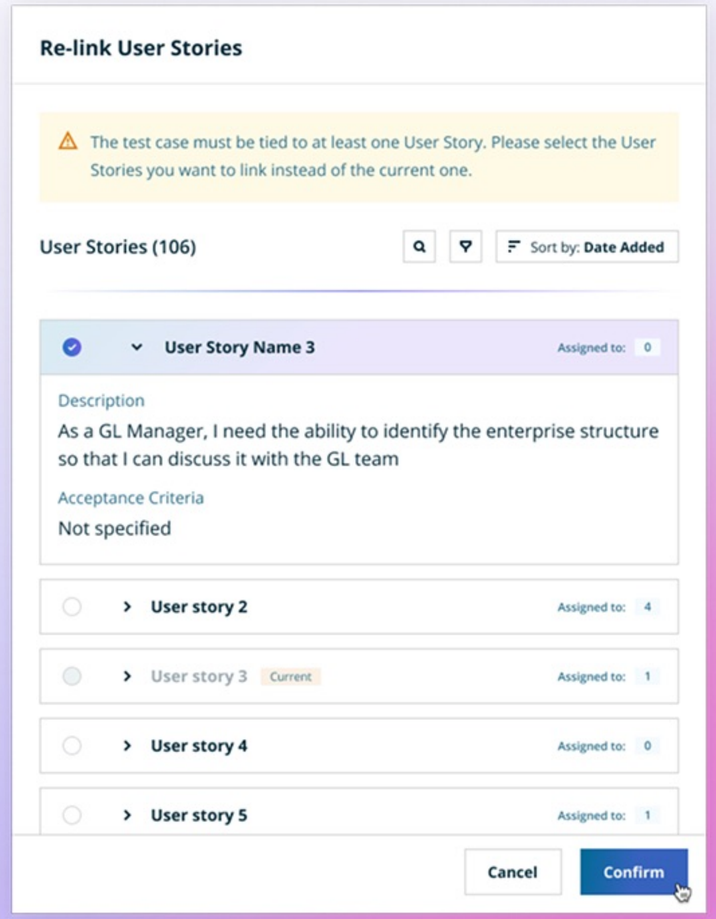
General design approach

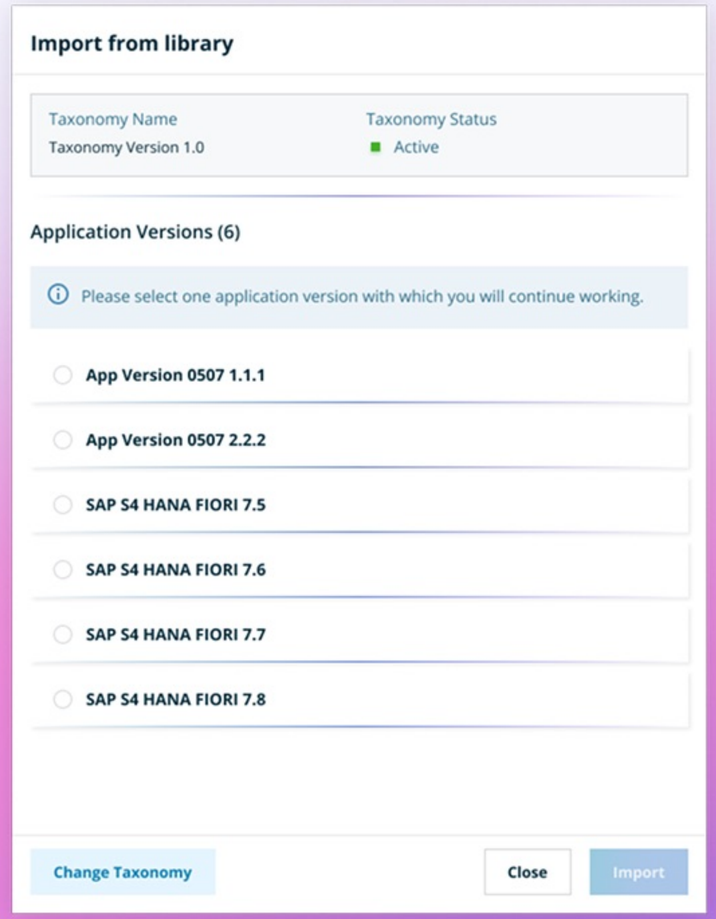
The UI is clean and straightforward, with functional complexity introduced only when needed. Test cases and test scenarios are the core entities within the projects — the information architecture and navigation are built around them.

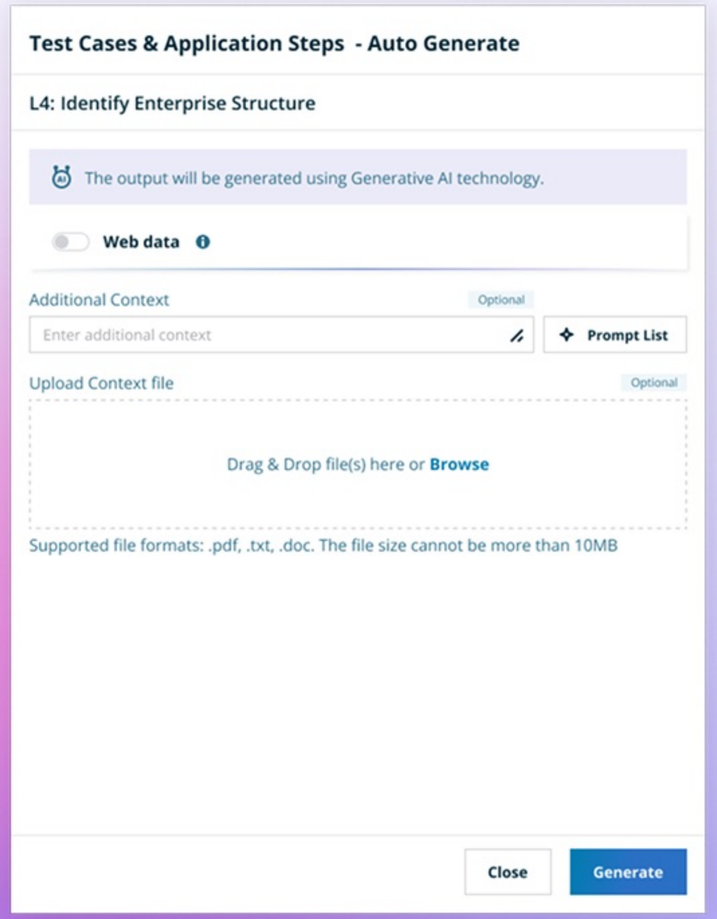


Modal windows unification

Due to the large number of diverse interactions within the system, we initially created many modal windows. Eventually, we developed a unified approach by introducing right-hand sidebars. Regardless of the content or action, the layout remains consistent and clean.

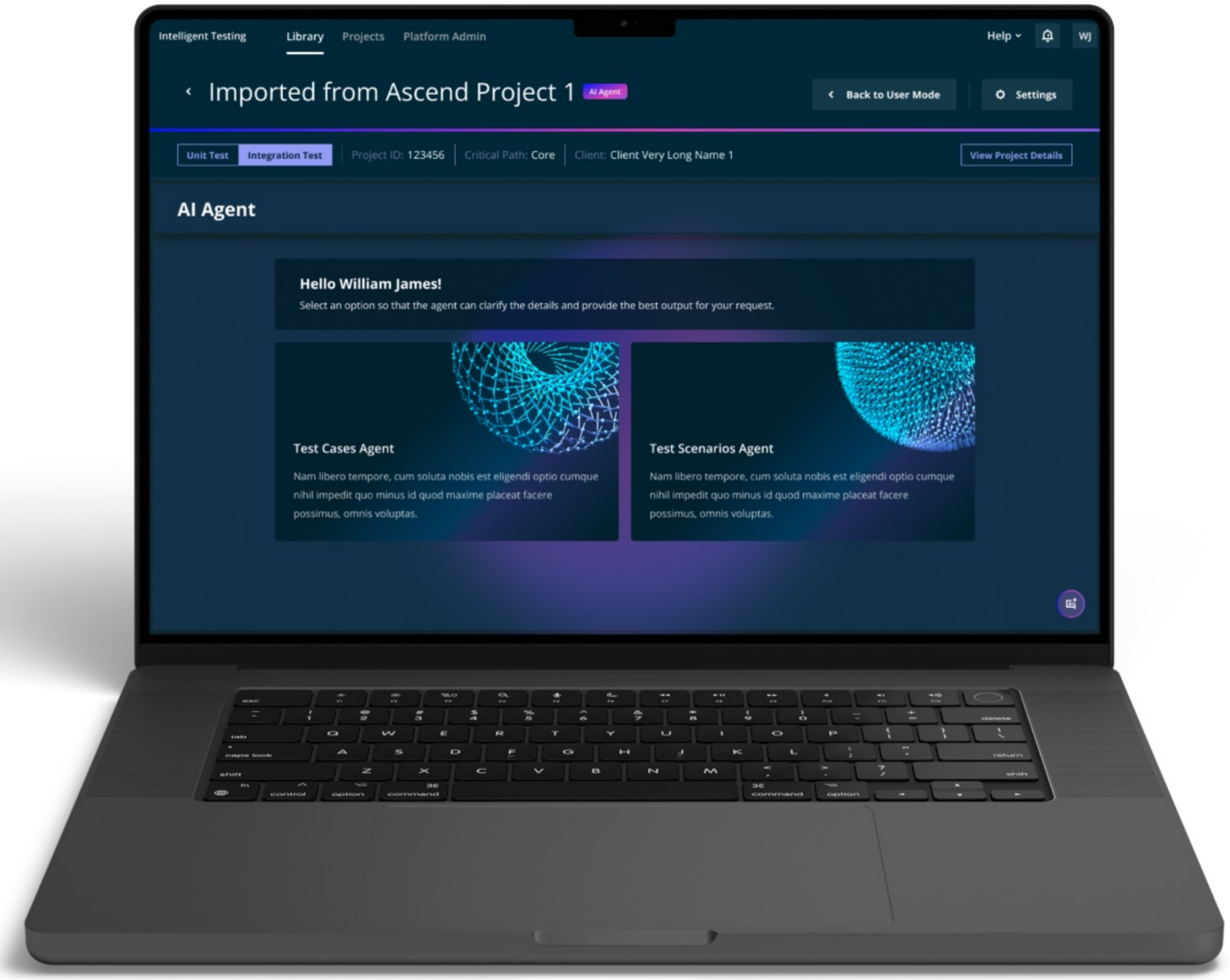




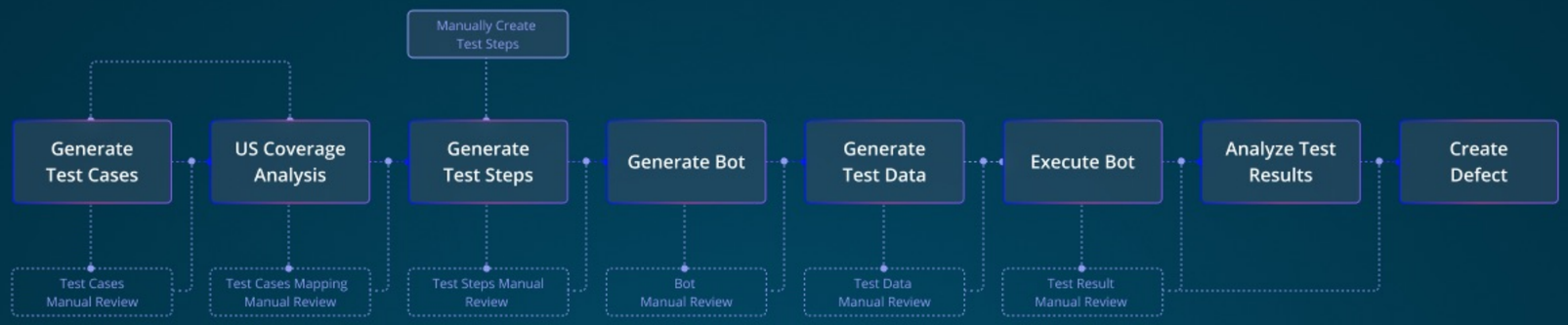


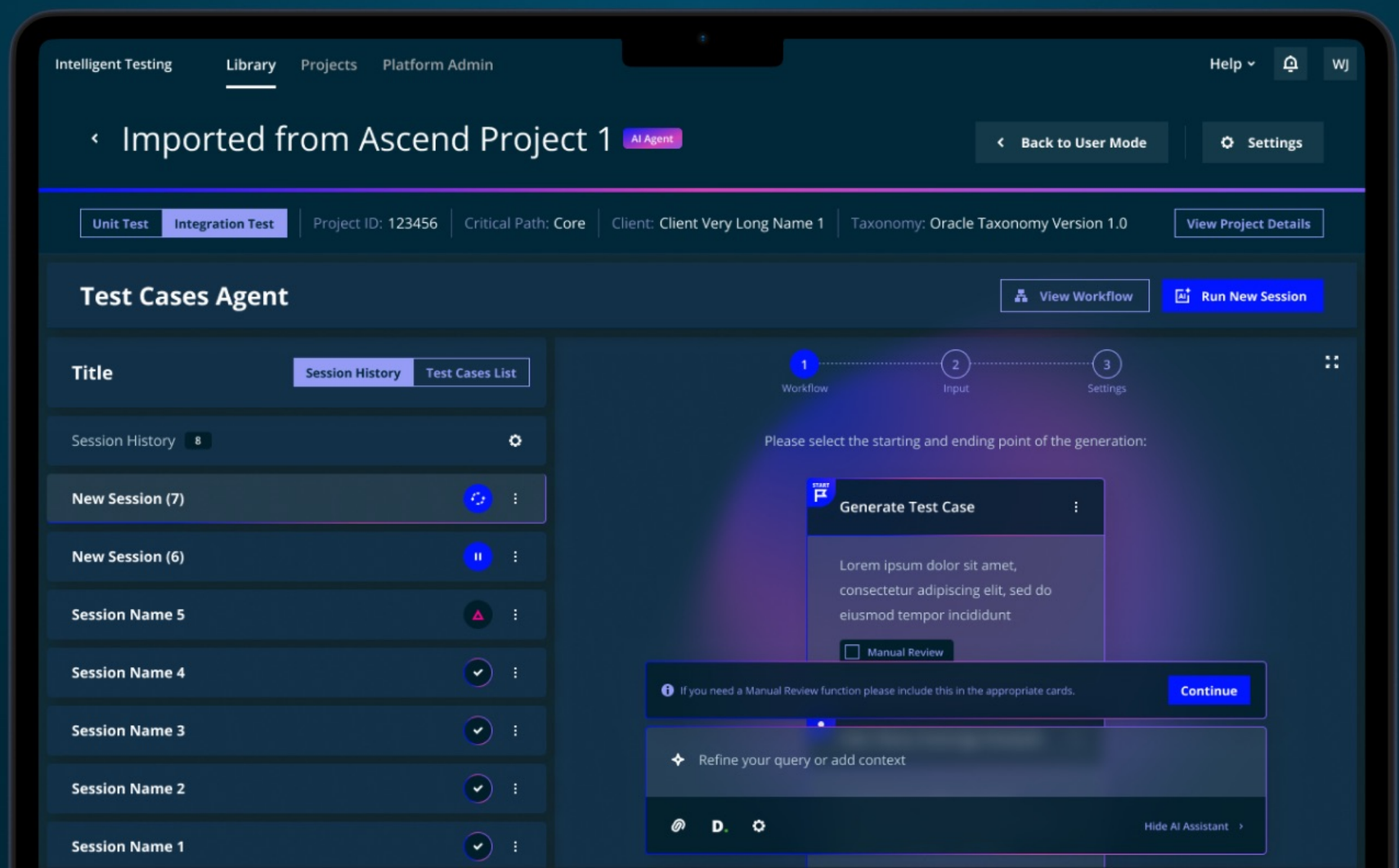
Agentic Mode

We’re continuously designing new features, and one of the most challenging so far is Agentic Mode. This feature combines cutting-edge AI capabilities with the full power of our application. The Agent helps users achieve the same results as in standard mode, but in a faster, more efficient, and versatile way



Workflow and generation screen



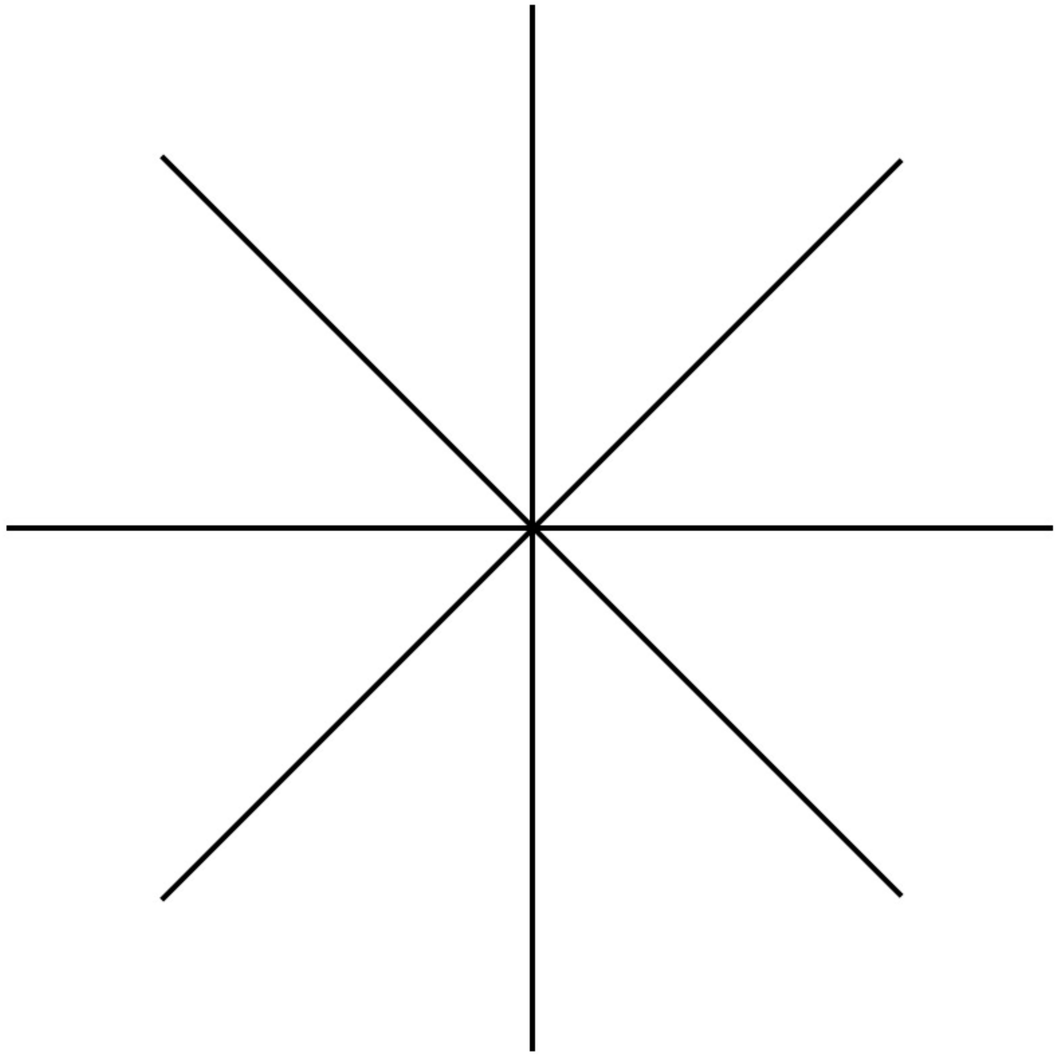


Outcomes & reflection

New approaches were successfully established, and the subsequent design work clearly demonstrated that they were the right solutions.

All changes were met with enthusiasm and received positive feedback from both team members and stakeholders.

Before the project launch, practitioners relied on bulky spreadsheets and manual scripts. The Intelligent Testing app now enables dozens of employees to test user stories for business processes as efficiently as possible.



Thank you!

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