

Ivan Pedai

UX Director / AI DesOps Lead

WhatsApp: @Ivan.Pedai · hello@ivanped.ai · Valencia, Spain

linkedin.com/in/pedai/

Languages: English (C2), Ukrainian (Native), Russian (C2), Spanish (A1)

Summary

UX Director with 16 years of building and scaling design functions across eCommerce, SaaS, and enterprise environments. Now developing agentic AI automation workflows and integrating them into design, marketing, and R&D operations—cutting delivery time and operational overhead while improving output quality.

Key Outcomes

- TTFV: days to minutes for Enterprise with 55K employees
- +2.5% conversion for product with 1M users/mo
- +2.9 CES improvement for Enterprise across 6 product lines
- Multiple business awards winner

Skills

Design Strategy, Design Systems and Libraries, AI DesOps, Enterprise UX, User Research, Data-Driven Decision Making, Figma, Cross-Functional Team Leadership, Agile/Scrum, Stakeholder Management, OKR Frameworks, Accessibility (WCAG), Design Maturity Scaling, Agentic AI Systems, AI Workflow Orchestration, Prompt Engineering, LLM Integration for Product Teams, Generative AI for Design & Content, AI-Assisted UX Research.

Experience

UX Director / AI DesOps Lead | DTEK Group, MODUS X

January 2020 - Present

Ukraine's largest private energy company, 55,000 employees, serving 5.6M+ household and business customers.

DTEK (2020-Present): Built the R&D department from scratch to define enterprise processes and transform outdated, complex systems into secure, modern digital solutions. Results measured across 6 product lines serving 5.6M+ household and business customers.

MODUS X (2022-Present): Shifted to in-house product development, designing and launching a B2B Enterprise-to-Enterprise platform for national-scale companies. Full product lifecycle ownership from discovery to market, including naming, branding, and go-to-market strategy.

In both roles, introduced AI-augmented pipelines (LLM research synthesis, automated asset generation, AI content workflows) across Marketing and R&D.

- Time-to-first-value compressed from days to minutes—digitalized core processes across 6 product lines
- Active user base 48× (employee app: 522 to 25,000 monthly active users in twelve months) through data-driven workflow redesign
- Customer Effort Score +2.9 points across all product lines
- Broke the silo between Business and R&D by advocating design value at C-level—resulting in bolder UX integrations and cross-department collaboration that directly moved product KPIs

Earlier Experience

Head of User Experience | Dreamscape Networks Limited

January 2018 - December 2019

No.1 hosting provider in the Australian market, 27+ products. Joined a single-market company with a 4-person local UX team and full agency dependency. Led a multi-region UX transformation with 27+ products under unified design standards.

- Built a cross-functional design system with Dev, QA, and Management; drove NPS +19 and CSAT +0.5
- Scaled the department from 4 to 16 across 3 regions, built an internal marketing unit, and cut agency dependency to zero, saving \$60K+ annually
- Enabled South Asian market entry; unified pipelines allowed rapid acquisition and integration of regional players to company standards
- UX and CX improvements contributed to the company winning the ABA100® Award for CX Management

UI/UX Art Director | LoveCrafts

November 2016 - December 2017

eCommerce community platform for crafters. Joined a standard Magento-based shop with no differentiation. Through deep research, we identified the community-first model as the growth lever, sold the strategic shift to C-level, and delivered a validated new product experience.

- Improved conversion +2.5% as a direct result of the new UX approach
- Contributed to UX research and competitive analysis that surfaced the eCommerce-to-community pivot opportunity
- Delivered a new UX architecture for the community-commerce model, validated through user testing and cross-functional iteration
- Developed the design system to support rapid feature iteration across cross-functional teams
- These efforts contributed to a successful £26M fundraise

Head of UX / UX Director | YARCHE

November 2013 - November 2016

Digital agency serving Fortune 500 clients. Three years of solving different problems every quarter: gamification for CISCO, loyalty UX for Henkel, digital transformation for Kyivstar (Ukraine's largest telco).

- Managed a project ecosystem of 50+ contributors across Design, Development, and 3D animation production
- Delivered R&D and gamification solutions for CISCO, Henkel, and Kyivstar that moved client engagement and retention KPIs

UI/UX Art Director | Lowe Adventa (Lowe & Partners network)

October 2011 - October 2013

Advertising network. Established the in-house Digital Creative Department from zero. Before this, all digital work was outsourced. Awards: Multiple Effie Awards, Cannes Lions (Young Cyber Lions) winner.

UI/UX Art Director | Young & Rubicam Group

February 2010 - October 2011

Global advertising network. Graphic and digital design for global brand clients. Awards: Effie Awards winner, Cannes Lions: Young Cyber Lions Ukraine winner.

Education

- **M.Sc. in Computer Science** | Kharkiv National University of Radioelectronics
- **Gamification** | University of Pennsylvania (Coursera certification)
- **Advanced Team Management** | Ernst & Young Academy