

ALINA KVASHENKO

Curriculum Vitae

Senior Product Designer / UX·UI / Experience Designer

Email: alina.kvashenko.design@gmail.com

Portfolio: kvashenko-alina.com/design/index.html

Linkedn: linkedin.com/in/alina-kvashenko (35+ Recommendations)

Location: France (open to remote & relocation worldwide)

Years of Experience: 9+

Projects Delivered: 20+ digital products

Availability: Immediate

PROFESSIONAL PROFILE

Senior Product Designer with **9+ years of product design experience** across B2B and B2C SaaS platforms, mobile applications, CRM systems, corporate products. Trusted by companies across the **USA, UK, Ukraine, Poland, Israel, Norway** to deliver design solutions that balance user needs, business goals, and technical constraints.

Deep expertise in the full design lifecycle: from product discovery and user research, through wireframing, prototyping, design systems, to development handoff and post-launch iteration. Proven ability to work autonomously and within cross-functional Agile teams, collaborating effectively with Product Managers, Engineers, Business Analysts, stakeholders.

Domain coverage: fintech, ESG/sustainability, healthcare and life sciences, legal tech, e-commerce, construction technology, volunteer platforms.

CORE COMPETENCIES

Design Strategy & Research

- Design Thinking, Human-Centred Design (HCD), Service Design
- Product Discovery & Definition: problem framing, hypothesis generation
- User Research: interviews, surveys, stakeholder workshops

Interaction & UX Design

- User Flows, Task Flows, Workflow Diagramming
- Wireframing (low-fidelity to high-fidelity)
- Interactive Prototyping: concept testing through production-ready specs
- Responsive & Adaptive Design for web and mobile (iOS, Android)
- Design Systems: component libraries, atomic design principles
- Accessibility: WCAG 2.1 standards, inclusive design practices

Visual & UI Design

- UI Design for web applications, mobile apps, admin panels, and marketing sites
- Style Guides, UI Kits, Component Libraries
- Data Visualisation
- Infographic Design & Illustration
- 3D / AR / UI Concepts
- Brand Alignment & Identity Integration

Testing & Validation

- Usability Testing: remote and in-person, moderated and unmoderated
- A/B Testing
- Accessibility Audits
- Quantitative & Qualitative Analysis: Hotjar, Google Analytics
- Prototype Testing (low/high fidelity)
- Feedback Loops

Team & Process

- Cross-functional Collaboration: PMs, Engineers, QA, BAs
- Agile / Scrum: sprint planning, design reviews, retrospectives
- Design-Development Handoff
- Mentoring Junior Designers
- Workshop Facilitation & Design Sprints
- Design Advocacy & Stakeholder Communication

TOOLS & TECHNOLOGIES

Design: Figma, Sketch, Adobe XD, InVision, Zeplin, Figma

Inspect Adobe CC: Photoshop, Illustrator, After Effects

Prototyping: Figma (interactive), InVision, Principle

Whiteboarding: FigJam, Miro

Research & QA: Hotjar, Google Analytics, UserTesting.com

Documentation: Notion, Confluence, Jira, Slack, Teams, Loom

AI Tools: ChatGPT, Claude / Cursor (Claude Code), Figma AI, Midjourney

PROFESSIONAL EXPERIENCE

index.dev / Codemotion - Product Designer, UX Strategy & Consulting **2025 - 2026 (Jan)**

Global platform connecting tech talent with remote opportunities.

Project: fintech SaaS product integrating with IRS data for real-time tax insights and personalised recommendations: web & mobile.

- Designed and maintained a scalable cross-platform design system ensuring consistent UI quality across web and mobile.
 - Collaborated closely with PM, engineers, BA to translate complex business and compliance requirements into product features.
 - Optimised critical user flows through data analysis, usability testing, iterative design, reducing friction in tax filing and insights workflows.
 - Contributed to UX strategy for onboarding, privacy-first data collection flows, personalised recommendation interfaces.
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MindK - Product Designer **2023 – 2025**

Custom software & SaaS development studio.

Project: CSR/ESG SaaS platform for energy and carbon management, serving 800+ mid-size and large enterprises in Norway and globally (Forbes-listed clients)

- Led end-to-end UX/UI design for a complex B2B SaaS platform: data collection, ESG reporting, carbon analytics dashboards.
- Simplified highly complex data collection workflows for large enterprise users, reducing time-to-complete key tasks through progressive disclosure and smart form design.
- Built and extended the product's design system, enabling faster and more consistent feature delivery across a distributed team.
- Collaborated in Agile sprints with PMs and engineers to iterate on feedback and ship production-ready designs on schedule.

AgileEngine - Product Designer 2022 - 2023

Software product development company specialising in SaaS and B2B/B2C products.

Project: life sciences research platform for ophthalmic research, managing medicine testing processes, early-stage studies.

- Analysed and refined gathered product requirements; identified optimal design patterns for complex scientific research workflows.
- Produced low-fidelity and high-fidelity interactive prototypes using and extending the existing design system.
- Ran A/B tests on key workflow screens to validate design decisions with real user data.
- Worked closely with client, PM, development team throughout the Agile cycle: from sprint planning through to dev handoff and QA support.

Tribu - Product Designer 2020 - 2021

Platform combining CRM system with a mobile app to connect volunteers with organisations based on proximity and interests. Serves individual volunteers and large-scale organisations.

- Provided full-stack product design support across web (CRM/admin) and mobile (iOS & Android) platforms.
- Designed and optimised volunteer management workflows: application flows, opportunity discovery, organisation dashboards, communication modules.
- Collaborated closely with product managers and development teams to deliver user-centred features from discovery to delivery.
- Participated in user research sessions with volunteers and organisations to validate and improve key journeys.

SoftServe - Experience Designer 2018 - 2020

Leading digital consultancy and product engineering company.

Products: NetDocuments (web, mobile, Google Add-on) document & email management for law firms; COINS (mobile, admin) construction quality assurance app; SOR (tablet) office visitor registration; Deloitte (web) cloud-based commercial compliance portal; SIG (web, presale) leading European building materials supplier.

- Led product pre-sales and discovery engagements, providing design strategy consulting, scoping design approaches, presenting recommendations to clients.
- Conducted comprehensive user research and usability testing across multiple product domains to inform and validate design decisions.

- Created detailed user flows, information architectures, wireframes, high-fidelity interactive prototypes.
 - Built and maintained multi-product design systems and component libraries to support scalable, consistent delivery.
 - Worked within Agile processes across multiple simultaneous products: managing design workstreams and collaborating daily with clients, PMs, engineering leads.
 - Mentored junior designers.
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Codemotion Ninjas - Experience Designer 2017

End-to-end product development studio for startups (outsourcing).

Products: Payment Gateway (web) secure online transaction platform; RunBuggy (Android) car dealer inventory and sales app; CRM System (web) small e-shop management platform; Point of Sales System (web) retail management covering inventory, sales, analytics.

- Designed multiple fintech and e-commerce products simultaneously from concept to delivery.
 - Maintained close collaboration with product management and development teams throughout the full delivery cycle.
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ROOTS-D - Experience Designer 2016 - 2017

European online banking and financial technology company.

Products: mAgent (Android) smart banking app for sales and business growth; myGFC (iOS) personal banking and account management app; myGFC (web) digital banking web platform for European online bank.

- Designed and maintained a suite of banking products spanning iOS, Android, web: ensuring brand consistency and UX coherence across all touchpoints.
 - Collaborated closely with product management and development teams on continuous improvement cycles.
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VIP Design Studio - Web Designer 2015 - 2016

Design studio specialising in e-commerce and corporate web design.

- Designed e-commerce websites and corporate digital identities for multiple clients: AZvuk, I.T.PRO, Nash Style, Infinitry Print, Profi Print, Press Card, Reval Invest, Tradex, Techno Link, Myarredo family, Maltipa Trade, Culture EU.
- Collaborated with development teams on design implementation, ensuring fidelity from design to production.

Kasta - UI Designer 2015

Leading Ukrainian e-commerce platform (fashion and lifestyle).

- Designed UI components and flows for a high-traffic consumer e-commerce platform.
 - Worked within a cross-functional team to deliver consistent, on-brand interface updates.
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EDUCATION

National Academy of Fine Arts and Architecture M.A. - Theory and History of Art, Criticism and Conservation 2019 - 2020 Advanced study in art theory, criticism, and conservation methods.

Kyiv National University of Technologies and Design (KNUTD) M.A. - Environmental Design 2011 - 2012 GPA Diploma: A+ · Specialisation in spatial and environmental design systems.

Admiral Makarov National University of Shipbuilding B.A. - Environmental Design 2007-2011 GPA Diploma: B+ · Foundation in design principles, spatial reasoning, visual communication.

PROFESSIONAL DEVELOPMENT

- **Interaction Design Foundation:** Active Professional Membership (2023 - Present)
 - **Projector Institute:** Multimedia Art & Generative Graphic (2023)
 - **Taras Shevchenko National University of Kyiv:** Certificate, International Art Management (2020)
 - **Svyatoslav Brakhnov Academy of Realist Art:** Academic Drawing & Painting (2020)
 - **Autodesk:** Certificate, 3ds Max Fundamentals: Modelling & Rendering (2009)
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DOMAIN EXPERTISE

Industries: Fintech & Banking | ESG / Sustainability | Healthcare & Life Sciences | Legal Tech | E-commerce | Construction Tech | Volunteer & Civic Platforms | Personal Branding / New Media

Product Types: B2B SaaS Platforms | B2C Mobile Apps (iOS & Android) | CRM & Admin Systems | Corporate Websites | Browser Add-ons / Extensions | Data Dashboards | Compliance Portals

ADDITIONAL INFORMATION

Languages: Ukrainian (native), Russian (fluent), English (professional working proficiency), French (beginner)

Work Mode: Remote · Hybrid · On-site | Open to relocation (EU preferred) |

Available: Immediately

Interests: Art history & contemporary/classical art, Generative & AI-assisted design, Sustainable & ethical design, Drawing & painting.