Alina Kazlova

Product Designer

👤 Profile

Product Designer with 5+ years of experience working on complex B2B & B2C products. Specializes in creating complete user journeys using strong system thinking and a passion for developing robust and sustainable Design Systems. Constantly seeking new challenges and opportunities for growth and advancement as a designer.

💼 Employment History

Product Designer at Kadmos, Berlin

April 2023 — Present

Analyzed user feedback and data to identify areas of improvement and inform product decisions. Developed wireframes and prototypes to demonstrate product ideas and features to stakeholders. Created a design system that improved design consistency across products.

Product Designer at Paralect

February 2022 — April 2023

Invented new methods for users to interact with the OpenAI-powered creator. Additionally, I took charge of various projects from the outset, moderated discussions, and established a transparent Figma file organization structure that aligned with the product design process.

Copysmith – collaborated with both Business Analysts and Engineers, and spearheaded the redesign and upgrade of the app's UX/UI. As a result of implementing a new design system and revising the user flow, we saw an increase in monthly recurring revenue (+10%) and a rise in new subscribers (+30%) within one month. In addition, I was involved in conducting user interviews and research, as well as developing new features and evaluating their potential impact.

Picadon – has crafted a marketplace offering an array of exclusive sustainable products and services for landlords to offer as gifts to tenants or make available for purchase through novel methods, fulfilling the needs of tenants.

Internal Design System — contributed to the initiation and evolution of an internal design system, providing input from the perspective of internal services and influencing the visual aesthetic. The implementation of this design system resulted in a significant decrease in the time and resources required for the development of new products or features. It also led to an observable enhancement in user experience and accessibility. Furthermore, the adoption of a design system optimized teamwork and communication, streamlining the development process and increasing efficiency.

Product Designer at Right Studio

October 2020 — February 2022

Details

Berlin
Germany
+491731703434
hey.alinasione@gmail.com

Links

Dribbble
LinkedIn

Skills

Figma

Adobe Creative Suite

Sketch

Zeplin

Miro

Notion

Webflow

Wireframing Prototyping

User Research

User-centered design

Graphic Design

Animation

Ux/Ui

Product Design

Languages

English

German

Bitsgap – redesigned a website and defined a new brand direction for intelligent trading automation tools, with a focus on trading bots, algorithmic orders, portfolio management, and cryptocurrency trading.

Beesender – coordinated and led a design process of developing integration of a B2B platform to simplify the management of customer requests for operators. The platform was optimized and new features were added, resulting in improved personalization and functionality for customer support. This had a significant impact on both customers and call center operators.

Passhub – created a web interface for a password manager and secure storage service that includes both desktop and mobile versions. The service allows users to securely store passwords, files, notes, photos, and more. The platform was designed for both personal and business use, as the interface supports sharing of workspace and joint administration.

Designer at Flo Health Inc.

August 2020 — October 2021

Led the design and implementation of various web materials, including assets for Apple Store and Google Play. Utilized creative problem-solving and design skills to develop original graphic concepts and layouts, effectively communicating complex information through visually compelling graphics with minimal direction.

Visual Designer at Indicate Design Groupe, San Francisco

January 2018 — May 2020

Collaborated with the Creative Director and design team to develop a wide range of brand materials for current and potential clients, as well as start-ups. Led and participated in projects including UX/UI design, web design, motion graphics, branding, illustration, and print.

🎓 Education

B.A, Graphic & Interior Design , Belarusian State University , Minsk

September 2011 — September 2014

✿ Courses

Start the UX design process, Google Career Certificates

August 2021 — October 2021

Foundations of user experience (UX) design, Google Career Certificates

August 2021 — October 2021