

ANASTASIA VLASENKO

Senior Product Designer

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PROFILE

I'm a **Product Designer with 5+ years** of end-to-end product experience, based in Wrocław, Poland, working across e-commerce, health tech, fintech, e-signature and SaaS products.

I lead the full design lifecycle from discovery, user research and usability testing to wireframes, interactive prototypes and high-fidelity UI in tools like Figma. I collaborate closely with product managers, engineers and stakeholders to translate business and user needs into data-informed solutions that improve key metrics. I am a fast learner who actively leverages AI tools to boost workflow efficiency and quality.

WORK EXPERIENCE

Product Designer

airSlate (SignNow) - Wrocław, Poland

05.2023 - Present

Worked on SignNow API & Integrations. My current scope of work includes:

- Leading end-to-end UX for integration scenarios: analyzing current flows, defining hypotheses, and designing user journeys for connecting CRMs, cloud storage, and internal systems via eSignature APIs.
- Collaborating with PMs and engineers to scope integration capabilities.
- Creating interaction prototypes and UI in Figma, and supporting implementation with clear specs and edge-case handling.
- Measuring impact using product analytics and user feedback, iterating on flows to reduce time-to-integrate and increase adoption of API-based features.
- Taking part in strategic planning and creating design initiatives for the product roadmap.

UX Designer

Star - Kyiv, Ukraine

05.2021 - 04.2023

I worked on healthcare, banking, and fitness & well-being projects, covering the full design cycle from research to design handoff.

My principal responsibilities included:

- Communicating with clients, running design reviews, and presenting solutions.
- Collaborating in cross-functional teams, participating in feedback sessions and internal design reviews.
- Designing web and mobile applications from scratch and using ready-to-use design systems and components.
- Preparing internal presentations and project case studies.

Product Designer

Growth Shop

05.2020 - 04.2021

I worked on rapidly growing e-commerce products for the US market and was involved in almost every company activity. My main responsibilities included:

- Collaborating closely with marketing and development teams.
- Establishing a design library and helping organize design processes within the team.
- Improving the website to increase conversion rate.
- Brainstorming ideas for new products and enhancements to the company website.
- Conducting A/B testing and competitor analysis.

Design Intern / Junior UX Designer

Star - Kyiv, Ukraine

11.2019 - 03.2020

Hired as a design intern and later promoted to junior UX designer. I contributed to user research, wireframing, and interaction design for an enterprise mortgage-loan processing solution and a white-label digital fitness application, collaborating with senior designers and developers throughout the design and delivery process.

User Acquisition Manager

Epom - Kyiv, Ukraine

03.2017 - 10.2019

Hired as a design intern and later promoted to junior UX designer. I contributed to user research, wireframing, and interaction design for an enterprise mortgage-loan processing solution and a white-label digital fitness application, collaborating with senior designers and developers throughout the design and delivery process.

EDUCATION

Design Management <i>Projector</i>	2021
UX Boost Marathon <i>EPAM</i>	2019
Graphic Design <i>School of Visual Communication</i>	2018
Marketing, Bachelor's Degree <i>Kyiv National Linguistic University</i>	2014 - 2018

SKILLS

- User research & usability testing; UX strategy; information architecture; user flows & journey mapping
- Interaction design & prototyping (Figma, FigJam); design systems; responsive web & mobile UI; accessibility basics
- Data-informed design (product analytics, A/B testing, experimentation culture); collaboration with PM & engineering in agile teams
- Stakeholder management & workshops; clear communication & storytelling; cross-functional collaboration
- Claude Code, AI agents and assistants actively used in the daily workflow

LANGUAGES

Ukrainian - native

English - upper-intermediate

Polish - intermediate

Spanish - intermediate