ALINA PETCHENKO
Senior Product Designer

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PROFILE

Senior Product Designer with 8+ years of experience designing and shipping 0→1 and early-stage digital products. Specialised in owning the full design lifecycle - from discovery and MVP definition to scalable design systems - while working closely with founders, product, and engineering teams. Experienced in fast-moving startup environments where clarity, speed, and impact matter.

Portfolio: alina.petchenko.portfolio

LinkedIn: alina.petchenko

JOB EXPERIENCES

Freelance Senior Product Designer

Aug 2023 – Present, Germany

Key Achievements

- Led end-to-end product design for multiple early-stage startups, working directly with founders from discovery through launch, including MVP definition, UX strategy, and design system foundations.

DISH Digital Solutions

DISH Digital Solutions GmbH, formerly Hospitality Digital, was established in 2015 as a wholly owned subsidiary of METRO AG to develop SaaS digital solutions that contribute to the success of HoReCa (hotels, restaurants, and caterers).

Senior Product Designer

Dec 2022 - May 2023, Germany

- End-to-end design process for Dish.digital products.

- Conducted user research, including surveys, usability and A/B testing to identify user needs, pain points, and behaviours.

- Designed wireframes, prototypes and end designs, ensuring alignment with user goals and business strategy.

- Collaborated with UX researchers, stakeholders and product managers to analyse data and insights for further improvements of product's existing functionality.

- Partaken in design team brainstorming on new, as well as improving existing features for other Dish.digital products.

Key Achievements

- **Reduced customer support tickets** after enhancing navigation and simplifying key user flows.
- **Improved accessibility compliance to WCAG AA** standards, expanding usability to a broader audience.
- **Boosted task completion rate** after usability testing and iterative design improvements.

EDUCATION

Master of Design

Design
University of Technologies and Design
Sep 2008 - May 2013, Ukraine

LANGUAGES

English: C1
German: B1
Ukrainian: Native
Russian: Native

CORE SKILLS & EXPERTISE

Design Tools: Figma, Adobe CS,
Prototyping: High-fidelity wireframes, interactive prototypes
User Research: Usability testing, A/B testing, User interviews
Design Systems: Development, management, and deliveries
Methodologies: Agile, Scrum, Design Thinking
Collaboration tools: Jira, Confluence, Slack, Miro
Soft Skills: Stakeholder management, strategic thinking, strong communication & presentation skills, analytical mindset

Skelar

Venture builder that run startups with a focus on high tech, data and analytics. Have eight products in different niches and millions of users around the world (the USA, South America, Europe and Asia).

Senior Product Designer

Nov 2021 - Jun 2022, Ukraine

- Owned end-to-end product design as part of the early team, shaping product strategy, MVP scope, and UX foundations for a 0→1 startup.

- Product discovery, contribute user research/user interviews and conduct prototype testings from early stage.

- Collaborated closely with product analysts and leverage Google analytics data to design solutions for A/B testing and improvement of existing functionality.

Key Achievements

- **Increased mobile engagement by 25%** by implementing a responsive, mobile-first design approach.
- **Improved product adoption by 28%** through redesign of onboarding flow, reducing drop-off during first-time user setup.
- **Accelerated design-to-development cycle by 50%** by introducing and maintaining a scalable design system.

Syndicode

Software SaaS engineering provider with a globally distributed team of engineers, designers, AI architects and IT managers.

Senior Product Designer

Sep 2020 - Oct 2021, Ukraine

- Worked as a lead designer on a SaaS B2B and B2C startup of web based job searching platform.

- Delivered updates on project initiatives to key stakeholders, ensuring clear communication and alignment throughout the project lifecycle.

- Designed new solutions by gathering user feedback, analysing current functionality, and implementing

Key Achievements

- **Improved product adoption by 23%** through redesign of job search flow, reducing user experience issues.
- **Enhanced stakeholder satisfaction** by aligning design outcomes with business strategy.
- **Lead and manage design team** to develop innovative and user-centric design solutions, ensuring alignment with business goals and user needs.

Glorium Technologies

Software engineering solutions provider with a strong focus in SaaS B2B Healthcare industry.

Senior UX/UI Designer

Feb 2018 - Aug 2019, Ukraine

UX/UI Designer

Apr 2017 - Feb 2018, Ukraine

- Created engaging user experiences for SaaS B2B/B2C for healthcare products, including web based platforms and native mobile apps.

- Designed new UX/UI solutions by gathering user feedback, analysing current functionality, and implementing enhancements to improve user experience.

- Collaborated with marketing and analytics teams to measure design impact on business KPIs.