

ALINA PETCHENKO

Senior Product Designer

0→1 Products • B2B/B2C SaaS • AI Workflows

Portfolio

alina.petchenko.portfolio

LinkedIn

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Email

alina.petchenko.pro@gmail.com

• Selected Impact

- Built multiple 0→1 B2B/B2C products from discovery to launch, partnering directly with founders to shape MVP strategy and product direction.
- Simplified complex operational workflows across healthcare, hospitality, SaaS, and marketplace products, improving usability and operational efficiency.
- Built scalable design systems and interaction foundations that accelerated product development and ensured long-term consistency.

• Experience

Senior Product Designer

Aug 2023 — Present

Independent Product Designer · Germany

Partnering with early-stage startups to define product strategy, MVP scope, UX direction, and scalable design foundations.

- Led end-to-end product design from discovery through launch across multiple startup products.
- Partnered directly with founders to define product direction, prioritise MVP scope, and shape UX strategy.
- Simplified complex workflows while improving accessibility, usability, and customer experience.

Senior Product Designer

Dec 2022 — May 2023

Dish.digital (METRO AG) · Germany

- Owned end-to-end product design across multiple Dish.digital products.
- Conducted user research, including surveys, usability and A/B testing to identify user needs, pain points, and behaviours.
- 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.

Senior Product Designer

Nov 2021 — Jun 2022

Skelar (Venture Builder) · Ukraine

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

Senior Product Designer

Sep 2020 — Oct 2021

Syndicode · Ukraine

- Led product design for SaaS startup of web-based job searching platform Fuzu.
- 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.
- Led and managed the design team to develop innovative and user-centric design solutions, ensuring alignment with business goals and user needs.

Senior UX/UI Designer

Feb 2018 - Aug 2019

Glorium Technologies · Ukraine

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

UX/UI Designer

Apr 2017 — Aug 2019

- 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.

Skills & Toolkit

CORE EXPERTISE

- 0→1 Product Development
- Product Strategy
- Complex B2B Workflows
- Design Systems
- UX Research
- Human-AI Interaction
- Usability Testing
- Stakeholder Management
- Product Discovery
- Design Thinking

TOOLS & PROCESS

- Figma
- Adobe CS
- Agile / Scrum
- Jira
- Miro
- Notion
- Claude
- ChatGPT

Education & Languages

Bachelor of Design

University of Technologies and Design · May 2013, Ukraine

English C1 · German B1 · Ukrainian Native · Russian Native