

Aleksandr Kandyba

Senior Product Designer

Poland | Remote or Hybrid | Open to relocation

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SUMMARY

Senior Product Designer with 10+ years designing B2B SaaS and fintech products end to end, on a career in digital design that began in 2005. I own the work from discovery through dev-ready handoff — user research, information architecture, user flows, prototyping and the design system that keeps it consistent as the product scales. Built design functions from scratch, hired and mentored designers. Started in frontend, motion and 3D, which is why my handoffs survive contact with engineering. Fast at unfamiliar domains: test automation, crypto and digital wallets, pharmaceutical compliance, healthcare, indoor navigation, travel, e-commerce, creator economy.

WORK EXPERIENCE

Product Designer — AlexK.Digital, Self-employed | January 2025 — Present

- Sole designer on the music-promotion marketplace, across two engagements. Delivered the MVP in four weeks — information architecture, both sides of the platform, brand and landing page — and the client raised investment on it.
- Returned for the full product: argued it from a music player into a marketplace, replaced the client's technical specification with a PRD covering four personas and the edge cases it had no answer for, then designed the system, the brand and every screen for both sides — campaigns, discovery, wallets, three responsive landing pages — plus a live clickable prototype built in code.
- Also for the same client: an AI-powered video generation service for music tracks.
- Ran discovery before design on each engagement — competitive analysis of 26 comparable services, plus user flows, information architecture and content structure — keeping the design phase inside scope and schedule.
- Built and maintained scalable design systems with responsive states and dev-ready handoff packages. Delivered on time and on budget.

Product Designer — EPAM | June 2022 — October 2023

- Designed and shipped an interactive interview-plan and in-session coding feature for an internal hiring platform, embedded coding environment, notes carried into the feedback form, per-stage timers.
- Partnered with Product Managers and Business Analysts to convert requirements into high-fidelity prototypes and production-ready specs inside an established product and design system.
- Designed a hackathon platform concept from zero in three months, reconciling five user roles — participants, organisers, sponsors, judges, mentors — in one environment. Grounded in a quantitative survey and depth interviews.
- Mapped all five roles onto a single Service Blueprint, then applied Jobs To Be Done and customer journey mapping to replace four disconnected tools with one system: deadline-synced calendar, skills-based team matching, task distribution, submission channel, and a 3D achievement badge layer.

Product Designer — True Automation | February 2020 — May 2022 (Design Consultant through December 2024)

- Led end-to-end design of an AI-powered no-code test automation platform from the idea stage, for two opposite user groups: technical automation engineers and non-technical manual testers.
- Ran a Jobs To Be Done study and built a User Story Map covering the MVP and later releases; validated interactive prototypes with real users and iterated on findings.
- Scaled the design across the full system — test recording, organisation and storage, onboarding, team management, environment configuration, reporting, code export, registration, billing, analytics and admin.
- Built a comprehensive design system that removed UI inconsistency from handoff. Managed and mentored two designers and took part in hiring.

UI/UX Design Teacher — Beetroot academy | June 2018 – March 2020

- Taught the full UI/UX course and mentored students through graduation projects: four graduating groups, approximately 50 students.
- Authored and delivered a full-day Figma workshop across four cities — Odesa, Kyiv, Vinnytsia, Poltava.

Product Designer — Crypto Exchange | May 2017 – February 2020

- Joined a ~10-person company as its first designer and built the design function from scratch: hired and onboarded three designers, and set up process, task assignment, review and quality control. Cut new-team-member onboarding from three weeks to one.
- Owned UX strategy for high-load fintech products where security and trust were the primary constraints — mobile crypto wallet (iOS/Android), exchange web application, cloud document management system.
- Architected and maintained a scalable design system across multiple modules on web and mobile.
- Went through the support inbox with the support team to find their heaviest recurring load: account verification was handled manually over email and was the single most frequent user request. Moved document upload into the product. Support load dropped substantially.

EARLIER EXPERIENCE

UI/UX Designer — Haymarket Media Group | March 2016 – May 2017

Healthcare and pharma digital products under compliance constraints, in a 10-designer team. Interface motion design and shared component libraries.

Product Designer — QROK | April 2014 – November 2015

Joined an indoor navigation and positioning startup at the idea stage as one of its first employees. Designed the logo, created the first app mockups, and designed core product features that helped shape the MVP. The company later raised \$500K in funding.

UI/UX Designer — Ucan | November 2009 – February 2014

Directed the design lifecycle for corporate websites and digital campaigns across automotive finance, travel and dating verticals. Ran usability testing and managed client requirements.

UI/UX Designer — Envisionext | May 2008 – September 2009

User-centred UI/UX for B2C and SaaS web platforms; interface animation and annotated developer handoff.

Multidisciplinary Designer & Front-End Developer — Freelance | May 2006 – May 2008

Front-end (HTML/CSS), motion design, 3D, graphic design and print production, owned the full project lifecycle with direct clients.

LANGUAGES

English — B2 (Upper-Intermediate). Ukrainian — Native. Russian — Native.

COURSES

Design Management Patterns, BBE (2022). Mobile Application Design, SKVOT (2022). Art Direction, SKVOT (2022).

EDUCATION

Odesa State Academy of Refrigeration (now part of Odesa National University of Technology - ONTU) - Computer Systems and Networks

CORE SKILLS

Product Design, Design Systems, Figma, Figma Make, Figma AI, User Experience (UX) Design, User Interface Design, Interaction Design, UX Research, Usability Testing, User Interviews, Jobs To Be Done, Customer Journey Mapping, Service Blueprint, Information Architecture, User Flows, Wireframing, Prototyping, Design Thinking, Lean UX, Product Discovery, Product Strategy, B2B SaaS, Fintech, Enterprise Software, E-commerce, Web and Mobile Application Design, Responsive Design, Accessibility (WCAG), Design Leadership, Team Leadership, Cross-functional Collaboration, Stakeholder Management, Mentoring, Agile, Generative AI, AI-Assisted Prototyping, Motion Design, HTML, CSS, Miro, Jira, Adobe Photoshop, Illustrator, After Effects, Blender 3D, Claude Code, Claude Design, V0, Codex, Cursor, Open Design.