

Aleksandra Shvetsova

Senior Product Designer

Republic of Kazakhstan
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[Portfolio](#) [LinkedIn](#)

Experience

Prequel Inc.

Jan 2023 - Present
New York, USA

Senior Product Designer

Launched & supported **4 mobile products** on iOS/Android, designing & developing over 400 features; Built, implemented and supported a **Cross-Product Design System**;
Grew key metrics, including **TTM & Retention**, initiated & analyzed **hundreds of A/B-Tested Designs**;
Focused on **Human-Centric Design**, emphasizing simplicity, context, aesthetics, designed & initiated **Qualitative & Quantitative User Researches**;

TechWings

Nov 2020 - Dec 2022
Krakow, Poland

Product Designer

Built **User Flows** and **Information Architecture** for different platforms from scratch to match users' goals; Worked & supported **Internal Design System**;
Mentored cross-functional teams on **Brand Guidelines** and **Design Best Practice**;

QLab

Apr 2019 - Oct 2020
Moscow, Russia

UI/UX Designer

Worked with a variety of clients, covering **Brand Strategies**;
Created **Web/Mobile Design, Social Media Visuals, Illustrations, Animations & 3D graphics**;

Certificates

UI/UX MA

2023-2024

2D Animation

Enhanced skills in creating user animations for testing product hypotheses in Figma and ProtoPie.

BBE

2021-2022

3D for designers

Learned how to create high-quality 3D graphics in Blender, Spline and Cinema 4D.

Skills

Product Design, JTBD, Market Research, Design Strategy, Branding, Design System, Graphic Design, 3D graphics, Illustrations, User Interview, Interactions, Prototyping, Brand Strategies.

Tools

Figma, ProtoPie, Adobe Illustrator, Adobe Photoshop, Blender, Spline, Cinema 4D, Notion, Confluence, Jira.