

Svetlana Zharskaya

Staff Product Designer • AI • Automation • SaaS B2B • Mobile apps

Seasoned Product Design Leader with a focus on bringing AI into real-world workflows. I make complex systems simple, useful, and beautifully usable, drive business impact, and shape product strategy through deep user insights. I combine deep user empathy, system thinking, good understanding of the technology, and can-do mindset.



WORK EXPERIENCE

2022–Present

Manager, Product Design at EVBox

- Headed the Product Design team of **5 designers** across **4 product lines** (B2B web, mobile apps, embedded UI)
- Achieved **100%** team retention over **2+ years** by cultivating a culture of safety, trust, and inclusion (vs. 42% turnover prior)
- Embedded **user insights** into **product strategy**, influencing **roadmap** priorities and feature scope
- Strengthened design's role across the lifecycle through **partnerships** with **Product, Engineering, Marketing**, and **Support**
- Stayed **hands-on** with user research, UX/UI design, and prototyping for **high-impact initiatives**
- Designed key features**, unlocking B2B sales in commercial and workspace environment
- Rolled out new brand system and improved **accessibility**, achieving **WCAG 2.1** compliance across critical user flows

2020–2022

Senior Product Designer at EVBox

- Designed **industry-recognised** and **award-winning** product experiences
- Simplified **end-customer onboarding** flow, increasing **task completion by 45%** and cutting **support tickets by 75%** within **3 months**
- Led 0→1 design** of configuration experience of the next-gen charging stations, achieving 95% connectivity rate and streamlining technician workflows
- Gradually **improved** end-user **mobile experience**, increasing App Store rating from 3.2 to 4.4
- Conducted **100+ user interviews** and **usability tests**, plus multiple workshops and co-creation sessions
- Drove **design system** evolution, improving UI consistency and reducing new feature design time by **25%** through shared components and documentation
- Partnered** with **stakeholders** to define and optimize user journeys, strengthening cross-functional alignment and delivery

2017–2020

Freelance Product Designer

- Launched **products** and **brands 0→1**
- Translated business goals and user needs into elegant, user-centred design solutions
- Created website and packaging design for a DTC product, contributing successful market entry and scaling online sales
- Conducted UX research and usability testing to inform product decisions and validate design concepts

2011–2017

Senior Product Designer at EPAM Systems

- Shipped **15+ impactful projects** across web, desktop, and mobile
- Collaborated with client design teams, product owners, and developers asynchronously across multiple time zones
- Mentored 5 junior designers

2008–2011

Visual Designer at EPAM Systems

- Designed web and mobile applications collaboratively within cross-functional teams
- Created wireframes, high-fidelity mockups, and interactive prototypes
- Collaborated closely with the development team

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SKILLS

- Product Design, Web Design, Mobile apps, IoT
- UX Research, User interviews, Usability tests, Customer Journey mapping
- Advanced UX and interaction Design, incl. User flows, Wireframing, and Prototyping
- Advanced UI skills, incl. icons, illustrations, and animations
- Design systems, Accessibility
- 0→1, 1→N, Design Strategy
- Cross-functional and async collaboration

EDUCATION

🎓 2003–2008
Bachelor's degree in Software Engineering
Belarusian National Technical University

CERTIFICATIONS

📄 2025
Design Leadership at Scale: Operations
Maven

📄 2024
Leading Teams: Developing as a Leader
University of Illinois via Coursera

📄 2020
Product Mindset
Product Sense

📄 2020
Human-Centred Service Design
Ideo U