

# SVETLANA ZHARSKAYA

Product Design Leader • SaaS B2B • Mobile apps

*Hands-on Product Design Leader with 15+ years of experience delivering elegant, user-centered solutions for complex SaaS and mobile platforms. Proven ability to optimize intricate user journeys, drive business impact, and shape product strategy through deep user insights. Skilled in leading design organizations, aligning cross-functional teams, and advancing design maturity at scale. Passionate about making complex systems simple, useful, and beautifully usable.*



## WORK EXPERIENCE

2022–Present

### Manager, UX/UI 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

- 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

- Translated business goals and user needs into elegant, user-centered design solutions across multiple client engagements
- Created website and packaging design for a DTC product, contributing to scaled online sales and successful market entry
- 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 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

✉ zharskaya.s.v@gmail.com  
📞 +31 6 38 49 99 26

🌐 [linkedin.com/in/zharskaya](https://www.linkedin.com/in/zharskaya)  
📄 [zharskaya.com](https://zharskaya.com)  
🌐 [@sveta\\_k](https://www.instagram.com/sveta_k)

## 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