

Resume

Alena Vyhouskaya — Product Designer

Experience

Aug 2021 - Present day

Product Designer — VV DSGN INC

- Led end-to-end product design across multiple SaaS, marketplace, and mobile platforms, translating business requirements into structured user flows, wireframes, and scalable UI solutions
- Defined product direction through competitive analysis and user research, helping prioritize features and shape MVP scope across early-stage products
- Planned and conducted user research (interviews, affinity mapping, synthesis), identifying key user pain points and informing design decisions
- Designed complex workflows and information architecture for data-heavy products, improving usability and reducing cognitive load
- Built and maintained design systems (tokens, components, documentation) to ensure consistency and speed up development
- Created interactive prototypes to validate concepts, support usability testing, and align stakeholders before development
- Collaborated cross-functionally with product managers, developers, and stakeholders to balance user needs, business goals, and technical feasibility
- Delivered UX documentation (user flows, journey maps, wireframes, specs) to support efficient development and handoff

May 2022 - Jun 2023

ObservIQ — UX/UI Designer

- Led design of core product features for an observability platform, enabling users to better understand and manage complex data pipelines and system configurations
- Redesigned system overview into a visual topology, improving visibility of data flows and reducing time to identify configuration issues by ~30%
- Simplified complex configuration workflows, reducing cognitive load and enabling faster navigation across multiple data sources and destinations
- Translated product requirements into structured workflows and UI solutions, improving clarity of system relationships and reducing user errors during configuration
- Partnered closely with engineers to deliver solutions within MVP constraints, balancing usability improvements with existing system limitations
- Contributed to and maintained a scalable design system, improving design consistency and reducing UI implementation inconsistencies across features
- Designed high-fidelity interfaces and interactive prototypes to support stakeholder alignment and accelerate development cycles

- Supported implementation through design QA, helping reduce UI inconsistencies and improving overall product quality at release

Aug 2019 - Apr 2021

Parrot — UX/UI Designer

- Led design of core product features for an observability platform, enabling users to better understand and manage complex data pipelines and system configurations
- Redesigned system overview into a visual topology, improving visibility of data flows and reducing time to identify configuration issues by ~30%
- Simplified complex configuration workflows, reducing cognitive load and enabling faster navigation across multiple data sources and destinations
- Translated product requirements into structured workflows and UI solutions, improving clarity of system relationships and reducing user errors during configuration
- Partnered closely with engineers to deliver solutions within MVP constraints, balancing usability improvements with existing system limitations
- Contributed to and maintained a scalable design system, improving design consistency and reducing UI implementation inconsistencies across features
- Designed high-fidelity interfaces and interactive prototypes to support stakeholder alignment and accelerate development cycles
- Supported implementation through design QA, helping reduce UI inconsistencies and improving overall product quality at release

Mar 2019 - Dec 2020

Vyhouski Design — Freelance UX/UI Designer

- Designed user-centered digital products for multiple clients, translating business ideas into functional product experiences
- Led design process from concept to delivery, including research, wireframing, UI design, and developer handoff
- Collaborated with developers and stakeholders to ensure smooth implementation and alignment with project goals
- Produced UX deliverables (flows, wireframes, mockups) to communicate design decisions clearly

Mar 2019 - Dec 2020

Vyhouski Design — Freelance UX/UI Designer

- Supported product and engineering teams in designing and iterating on platform features
- Created UI concepts and design solutions based on user feedback and technical constraints
- Gained experience working in a fast-paced startup environment and contributing to real product development

Skills

UX/UI Design, Web Development, Web, Mobile, Responsive Design, Responsive, Layouts, Information Architecture, Navigation Design, Interaction Design, Micro-interactions, Visual Design, Style Guides, Design

Systems, Sketching, Storyboards, Wireframes, Mockups, Prototypes, Accessibility (WCAG)

User Research, Competitor Research, Sitemap, User Journey Map, Personas, Affinity Mapping, Card Sorting, Task Flows, User-Centered, User-Friendly design, Design Thinking, Usability Testing, A/B Testing, Conversion Optimization, Heuristic Evaluation, Lean UX, Agile, Scrum, Kanban

B2B, B2C, SaaS, Marketplaces, Startups, AI Interfaces, Cloud Data Storage, Flow Builders, E-commerce, Travel, Logistics, CRM, Automation Tools, Educational Platforms, MVP Design

HTML/CSS (basic understanding), Tailwind CSS, Shadcn/UI, MUI (Material UI), Dev Handoff

Tools

Figma, Sketch, Adobe XD, Photoshop, Illustrator, Miro, Notion, Trello, Jira, Google Suite, Adobe Creative Suite, ChatGPT, Claude

Languages

English, Belarusian, Ukrainian, Russian

Certificates

Sep 2023 – Nov 2023

Memorisely — Design Systems

Aug 2021 – Sep 2021

Coursera — Google UX Design Specialization

Apr 2017 – Sep 2017

Netologia — Mobile App Design: Interfaces, Architecture, Visual Concepts

Education

Sep 2008 – Jun 2013

Belarusian Institute of Law — Bachelor of Law