

AleksandraGoldmann

PRODUCT DESIGNER

CONTACT

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Portfolio

LinkedIn

Israel, Tel Aviv

ABOUT ME

I am a design detective, collecting clues and asking questions to create interfaces that users love. I am highly results-oriented, finding the balance between user needs, business goals, and development constraints to be one of the most captivating aspects of the work for me.

SKILLS

Figma, Adobe Photoshop, GPT 4.5, HTML/CSS/JavaScript, UX/UI Design, Usability Testing, Prototyping, Wireframing, Design Systems, Agile Methodologies, Empathy, Teamwork, Critical Thinking, Time Management

LANGUAGES

English - fluent
Russian - native
Hebrew - limited working proficiency
German - intermediate

COURSES

System Design

BBE Design School | Sep 2020 - Nov 2022

- Mastered the methodology of building, maintaining, managing system design and UI-kit

UX/UI Design

Udemy | Jan 2022 - Mar 2022

Psychology

MSU | Nov 2012 - Mar 2015

WORK EXPERIENCE

Freelance Product Designer (Part time)

COMMUNi LTD | Nov 2023 - Present | Israel, Ramat Gan

- Conducted qualitative user research including personas method, CJMs, and user flows, leading to a more focused design approach and increase in respondent satisfaction
- Redesigned a website for an HR-tech startup from clients' briefs to high-fidelity animated prototypes on Figma
- Achieved a 36% workflow optimization by integrating AI tools, enhancing efficiency in UX/UI design processes

Product Design Intern

Okko | Sep 2023 - Feb 2024 | Russia, Moscow, Remote

- Incorporated information about Kids profiles in the unauthorized area of the web version of the largest online cinemas in Russian-speaking countries with 2,6 million users
- Conducted a complete UX design workflow, involving in-depth user interviews with 3 different target audience groups, transcription of recordings, and creation of affinity maps based on the findings
- Presented website updates on Figma and provided stakeholders with a rationale for the solution, resulting in an 84% approval rate

Product Designer

Shelfy.io | Apr 2022 - Jul 2023 | Israel, Ramat Gan

- Developed Discounts, Collections, and Dashboard sections from scratch to the final realization for a B2B, SaaS startup
- In collaboration with React and Flutter developers, I integrated and customized Material Design UI-Kit for Figma, reducing visual bugs by 30-40%
- Collaborated with Product Owner, R&D, VP Marketing, and other stakeholders to finalize designs for web and mobile platforms, resulting in a 17% increase in team efficiency

Freelance Full Stack Designer

Verax Med & Kate Store | Mar 2021 - Apr 2022 | Russia, Moscow, Remote

- Increased user conversion rates by 5% in 2 months and minimized design bugs for a store on Wildberries through heuristic evaluation, A/B and usability testing, and visual analysis.
- Redesigned a website for a medical clinic in 3 month, from client briefs to animated prototypes on Figma, employing interviews, qualitative research, CJMs, user flows, and navigation maps.

EDUCATION

Master's Degree in Product Design

ITMO | Sep 2023- Jun 2025 | Russia, Saint Petersburg, Remote

GPA: 4.57 out of 5.00

Bachelor's Degree in Digital Forensics

Bauman MSTU | Sep 2015 - Jun 2020 | Russia, Moscow

GPA: 4.00 out of 5.00