

Aleksandra Goldmann

Product Designer

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I am a design detective, uncovering user behavior and analyzing pain points to develop interfaces that people love. With over two years of experience owning a full design cycle from identifying a problem to creating an intuitive user-centered solution. In love with people, pets, and delicious food.

Experience

COMMUNi LTD

Israel, Ramat Gan

A B2B SaaS HR-tech startup dedicated to enhancing employee engagement and motivation

Freelance Product Designer

November 2023 – Current

- Collaborated with Developers, Product Managers, R&D, and a Marketing Team to enhance design quality, resulting in optimized workflows and an improved user experience
- Conducted qualitative user research and usability testing of a mobile application, uncovering valuable customer insights regarding logic and navigation
- Redesigned a website on Wix and Figma using HTML/CSS, from clients' briefs to a live version

Okko

Russia, Moscow, Remote

One of the biggest online cinemas in Russian-speaking countries with 2.6 million users

Intern Product Designer

September 2023 – February 2024

- In collaboration with UX/UI Designers and a Design Lead developed the 'Kids profile' page in the unauthorized area of the website
- Conducted a full design cycle, involving in-depth user interviews with three different target audience groups, transcription of recordings, and creation of affinity maps
- Ensured consistency with company standards by adhering to the design system and brand book, while advocating for best practices in accessibility and usability

Shelfy.io

Israel, Ramat Gan

A B2B SaaS e-commerce startup developing a plugin for Shopify and WooCommerce that transforms online stores into mobile apps

Product Designer

April 2022 – July 2023

- Owned a full design cycle, developed the Discounts, Collections, and Dashboard sections from scratch to final implementation for a web platform, leading to an increase in customer engagement
- Maintained and developed a design system by integrating and customizing MUI in Figma, resulting in a 30-40% reduction of visual bugs
- Redesigned the Favorites, Delivery, and Shoppable Content pages for a mobile app, based on market research, competitor analysis, and product recommendations
- Took part in design reviews and brainstorming sessions with the Product Team to ensure alignment of functional and visual design of the product

Skills

Figma, Adobe CC, HTML/CSS/JavaScript, UX/UI Design, Research & Analysis, Wireframing & Prototyping, Design Systems, Empathy & Communication, Critical & Strategic Thinking, Flexibility

Languages

- English
- Russian
- Hebrew

Education

ITMO

Russia, Saint Petersburg, Remote

Master's Degree in Product Design | 2025

Bauman MSTU

Russia, Moscow

Bachelor's Degree in Digital Forensics | 2020