

# Aleksandra Goldmann

## Product Designer



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Portfolio



LinkedIn Profile

## EXPERIENCE

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### Freelance Product Designer COMMUNI LTD

November 2023 - Present | Israel, Remotely

- Implemented comprehensive user personas, CJMs, and user flows, leading to a more focused design approach and a 22% increase in respondent satisfaction.
- Redesigned and developed a website for an HR-tech startup on Wix, from clients' briefs to high-fidelity animated prototypes on Figma, resulting in a 15% higher conversion rate.
- Achieved a 36% workflow optimization by integrating AI tools, enhancing efficiency in UX/UI design processes.

### Product Designer Shelfy.io

April 2022 - July 2023 | Israel, Ramat Gan

- Developed Discounts, Collections, and Dashboard sections from scratch to the final realization through user and competitive research, JTBD, user flows, and navigation maps 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%.
- Mentored and provided constructive feedback to design interns, resulting in a 40% improvement in their skills and a 20% increase in team efficiency.
- 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 user satisfaction.

### Freelance Product Designer Verax Med & Kate Store

March 2021 - April 2022 | Russia, Remotely

- 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.
- In 3 months, I redesigned a website for a medical clinic, from client briefs to animated prototypes on Figma, employing user interviews, competitive research, CJMs, user flows, and navigation maps.

## EDUCATION

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### Master's Degree in Product Design

ITMO | Remotely | September 2023 - Current

### Bachelor's Degree in Digital Forensics

Bauman MSTU | Russia, Moscow | September 2015 - June 2020

GPA: 4.00 out of 5.00

## TRAINING

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### System Design

BBE Design School | September 2022 - November 2022

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

### UX/UI Design Course

Udemy | January 2022 - March 2022

### Psychology

MSU | September 2012 - March 2015

## SKILLS

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**Technical Skills:** Figma, Sketch, Miro, Adobe Creative Cloud, Notion, Jira, GPT4, HTML/CSS/JavaScript

**Industry Knowledge:** UX/UI Design, Research & Analysis, Usability Testing, Design Thinking Methodologies, Animation, Prototyping, Wireframing, Design Systems, Agile Methodologies

**Soft Skills:** Empathy, Effective Communication, Teamwork, Critical Thinking, Time Management, Adaptability

**Languages:** English (Fluent), Russian (Native), Hebrew (Intermediate), German (Intermediate)