Alexandra Levchuk

Staff Product Designer | SaaS, AI & Productivity Platforms

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Skills:

AI-Driven Product Design (Automation, Predictive UX) **|** End-to-End Product Design (Research → Prototype → Launch) **|** Complex Workflow Simplification (B2B SaaS, CRM, Fintech) **|** Scalable Design Systems (Figma, Multi-Product Libraries) **|** User Research & Testing (A/B, Usability, Analytics) **|** Stakeholder Collaboration & Cross-Functional Alignment **|** Mentorship & Raising Design Quality **|** Prototyping & Micro-Interactions

Summary:

Staff-level product designer with 11+ years in B2B SaaS and fintech, specializing in turning complex workflows into intuitive, high-performing product experiences. Proven track record simplifying enterprise tools, evolving design systems, and collaborating cross-functionally to deliver measurable results. Experienced in AI-driven product design, from automation features to predictive workflows. Passionate about raising design quality through mentorship, research, and systems thinking.

Experience:

Sr. Web Strategist & Experience Architect   **Syntax** | Aug 2024 – August 2025

- Simplified 6 multilingual SaaS properties across 6 global regions into a unified web strategy, increasing lead conversion by 18% and traffic by 150%.
- Partnered with Product & Engineering to scale a design system, reducing page build times by 30%.
- Conducted usability research and A/B tests that boosted task completion speed by 22%.
- Raised accessibility to 95%+ WCAG compliance across redesigned templates.

Director of Product Design (Contract)   **Sybil Health** | Oct 2024 – May 2025

- Designed end-to-end UX for a women's health platform serving 10K+ users.
- Improved onboarding completion by 27% and engagement by 25% through AI-driven onboarding flows.
- Built scalable Figma libraries, accelerating delivery velocity by 40%.
- Mentored a team of 5 designers, raising design quality and delivery standards.

Lead Product Designer – Developer Portal (Contract)   **Atlas** | Jan 2024 – Aug 2024

- Re-architected developer portal used by 50K+ engineers, reducing support tickets by 20%.
- Introduced component libraries in Figma, cutting design-to-dev handoff time by 35%.
- Influenced roadmap decisions with research, driving 15% faster adoption of new APIs.

Lead UI & Visual Designer (Contract)   **Promet Source** | Jul 2023 – Dec 2023

- Improved UX metrics by 30% with a UI redesign across client web platforms.
- Implemented design system practices, reducing design duplication by 25%.
- Streamlined handoff, cutting delivery cycles from 2 weeks to 8 days.

Head of Product Design (Contract)   **Retention.com** | Dec 2022 – May 2023

- Unified multiple acquired SaaS products into a cohesive customer journey.
- Introduced AI-powered retention flows, improving trial-to-paid conversions.
- Facilitated cross-functional workshops to align design, engineering, and growth.

Head of Product Design & CSS Developer   **Flexspring** | Aug 2021 – Dec 2022

- Led end-to-end design for B2B SaaS integrations (Workday, ADP).
- Simplified complex enterprise workflows into automation-driven UX.
- Implemented design ops that improved release velocity and reduced delivery friction.

Senior UI/UX Designer & CSS Developer   **LabTag** | Jun 2020 – Aug 2021

- Designed inventory/labeling system that increased retention by 20%.
- Conducted A/B tests that lifted usability scores by 12%.
- Delivered new digital assets, increasing engagement by 18%.

Product Designer & CSS Developer   **Flighthub** | July 2017 – July 2020

- Improved booking workflows, raising conversions by 15%.
- Reduced call center volume by 10% through UX refinements.
- Championed accessibility improvements for smoother mobile booking.

UI/UX Designer & CSS Developer   **Midwest Marketing** | June 2014 – May 2019

- Delivered responsive websites for **30+ clients** across industries.
- Led client workshops to clarify requirements and improve outcomes.
- Supported front-end development with HTML, CSS, and JavaScript.

Key Achievements:

- **AI CRM Readiness:** Designed AI-driven features (predictive onboarding, automation flows) that simplified SaaS adoption and boosted engagement.
- **Complex Workflow Simplification:** Transformed enterprise and fintech processes into intuitive, human-centered UI.
- **System Evolution:** Built and scaled design systems across 6+ SaaS products, enabling consistency and efficiency.
- **Mentorship:** Elevated design quality by mentoring teams, introducing research-driven practices, and setting high standards.
- **Cross-Functional Partner:** Known for facilitation and collaboration with product and engineering to align design with strategy.