Alexandra Shilenina

Product Designer

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PROFILE

Product Designer with 4+ years of experience designing digital products across FinTech, TravelTech and B2B. Experienced in simplifying complex workflows, structuring information and designing intuitive user experiences. Skilled in UX research, interaction design, prototyping and building scalable design systems. I combine user-centered thinking with business goals and enjoy working closely with cross-functional teams to turn complex problems into clear solutions.

EXPERIENCE

Feb 2026 – Present | Product Designer

FUN&SUN; — TravelTech

– Design web and mobile experiences across tour discovery, search, booking, additional services and post-trip journeys.
– Redesigned the Hot Tours user journey — from landing page and search results to offer details, filters, sorting and date selection.
– Simplified the booking experience by introducing a package-style offer that allows users to review key trip details without configuring flights, hotels and transfers separately.
– Work with Figma Variables, Modes, responsive layouts and design-system documentation to maintain consistency across interfaces.

Dec 2024 – Jul 2025 | Product Designer (UX/UI)

Prop Trading — FinTech, Cyprus

– Redesigned key financial workflows across Accounts Dashboard, Account Overview and Payouts.
– Analysed existing interfaces and competitors to identify usability issues, improve information architecture, account switching and information hierarchy.
– Designed responsive, reusable components using Atomic Design and Figma Auto Layout for desktop, tablet and mobile.
– Prepared UI documentation and development handoff materials; the redesign helped reduce repetitive support questions and made key account information faster to find.

Sep 2024 – Dec 2024 | UX/UI Designer

Design Studio — B2B SaaS

– Designed the UX foundation for a video-hosting platform from scratch.
– Conducted customer development interviews with content creators and viewers and mapped customer journeys to identify user needs and pain points.
– Designed user flows for video uploads, content protection, access management, card payments and analytics.
– Defined the product structure and interaction scenarios for the subsequent UI design phase.

Dec 2021 – Oct 2024 | Designer & Marketer

IPAX — B2B Products & Marketplaces

– Designed marketplace product cards and sales materials for Ozon, Wildberries and Yandex Market.
– Analysed competitors and optimised product content, visuals and copy to improve product-card performance.
– Managed marketplace listings and supported the launch of a new product line for cleaning and HoReCa.

Alexandra Shilenina — Product Designer

EDUCATION

2024 — Sova Creative School, Product Designer

2022 — GeekBrains, UX/UI Designer

2021 — Sova Creative School, Web Designer

2019 — Plekhanov Russian University of Economics, Economics and Accounting

SKILLS

Product Design, UX/UI, Interaction Design, UX Research, User Flows, Usability Testing, Prototyping, Design Systems, Figma Components & Variants, Auto Layout, Figma Variables and Modes, Responsive Design, Information Architecture, Customer Journey Mapping, CustDev, User Personas, Atomic Design, UI Documentation, Adobe Photoshop.

Languages: Russian — native; English — B2