

Alena Sergeenko, Product Designer

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[Portfolio](#)

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ABOUT

Product Designer with 4+ years of experience in fintech and e-commerce across international markets (EU, MENA). Worked in the B2B segment with enterprise and big-tech clients including Sber, Raiffeisen, Kaspersky, and others; owned end-to-end product tracks and design systems in data-heavy fintech products. I apply **AI tools** to optimize the design process to speed up UX work — research, iterating on copy and exploring design options faster.

WORK EXPERIENCE

Sep 2025 — Present

Product Designer, NDA

Designed an ecosystem of internal tools (CRM, audit, reporting) and a B2B portal for enterprise clients (Sber, Raiffeisen, Kaspersky). Focused on simplifying request submission flows and optimizing daily, data-heavy interfaces for internal teams.

Impact: 30% fewer support requests due to a more intuitive portal; 25% faster reporting completion; reduced CRM data-entry errors.

Jan 2024 — Jun 2025

Product Designer, Exness

Owned the embedded calculator track. Evolved the design system (components and guidelines, WCAG-compliant accessibility). Built dashboards and structured complex data for the analytics team.

Impact: 18% fewer order placement errors; streamlined analytics; 20% faster delivery of similar layouts through reusable components.

Apr 2023 — Jan 2024

Junior Product Designer, inDrive

Designed the courier app (onboarding, order acceptance, incentives) and delivery flows for B2C and B2B clients. Contributed to experiments on supply-demand balance.

Impact: -30% time from courier signup to first order; +12% order acceptance rate after incentive redesign; -15% courier shortage during peak hours.

Sep 2022 — Mar 2023

Junior Product Designer, eToro

Designed and iterated on the Investor Portfolio area (iOS): shipped new functionality, streamlined key flows, and maintained the design system. Added contextual quick actions to instrument cards to reduce friction and mode switching.

Impact: 21% reduction in time-to-first-trade; +4% D30 retention for new users; 25% fewer support tickets related to mode switching.

EDUCATION

2024

UX/UI Design, CCCU, Canterbury, England

2024 Human Resource Management, Russian State University for the Humanities (RSUH),
Moscow

2021 UX/UI Design, Yandex Practicum

SKILLS

UX Research	Figma	JTBD
CJM	Jira	RICE
User Flows	Confluence	HEART
Benchmarking	Amplitude	North Star Metric
Usability Testing	Mixpanel	Accessibility (WCAG)
A/B Testing		
Prototyping		
Design Systems & UI Kits		
Web & Mobile Design		
Metrics & Funnel Optimization		