



Oleksandra Tucha

Product designer

📍 Barcelona, Spain (work permit)

📞 +34 676 676 503

✉️ oleksandra.tucha@gmail.com

➤ Portfolio

➤ Behance

➤ LinkedIn

Languages

English (Advanced)

Spanish (Intermediate)

Ukrainian (native)

Russian (native)

Skills

Product design

User research

Mobile design (iOS, Android)

User experience

User interface

Prototyping

Wireframing

Usability testing

Design thinking

Design system

About

Product designer with 5+ years of experience in creating and simplifying interfaces for B2C, complicated B2B apps ecosystems, and SaaS web and mobile apps.

An interest in development and product management motivated me to learn from colleagues, gaining hands-on experience in assisting with product management tasks, exploring product analytics, and crafting detailed requirement descriptions. This experience has enabled me to approach tasks from diverse perspectives.

Experience

Sr. Product designer | W-plus

Aug 2023 - present

Worked on an enterprise SaaS solution for a healthcare staffing agency:

- Established the information architecture and crafted the app's sitemap. Developed user personas and conducted insightful interviews to identify pain points within the existing workflow, enabling the creation end-to-end flows for a new enhanced system.
- Designed low and high-fidelity wireframes for essential features including user management, payrolls, timecards, working shifts, and profile settings.
- 150+ ready-for-development wireframes prepared.
- Optimized the flow of timecard verification by staffing manager 1.5 times.

Product designer | VanOnGo

Nov 2021 - Aug 2023

Managed end-to-end design for a last-mile delivery company's app ecosystem, overseeing a web app (SaaS) and two native mobile apps (Driver and Client) on iOS and Android.

The complex work led to the acquisition of 3 big B2B customers, increased the quarterly adoption rate of the Driver App from 54% to 82% and decreased the delay rate from 70% to 34%, as a result of:

- Conducting interviews and card sorting, setting up events in Amplitude for both mobile apps, developing user personas, creating sitemaps, and prototypes;
- Collaborating with PMs, stakeholders, and engineers to deliver features aligned with the roadmap, resulting in a high adoption rate throughout both web and mobile apps;
- Developing new key features like route creation and order execution and tracking flows, fleet's and merchant's settings, and delivery rescheduling.

Certificates

Codecademy

Learn Navigation Design Course

Learn CSS Course

Interaction Design Foundation

UI Design Patterns for Successful
Software

Gestalt Psychology and Web Design:
The Ultimate Guide

Human-Computer-Interaction (HCI)

Creativity: Methods to Design Better
Products and Services

Coursera

Google UX Design

Experience

Digital designer | Criteo

Feb 2021 – Jul 2021

- Created and delivered performant, on-brand and on-strategy creatives for clients.
- Worked closely with commercial team to provide the best possible solution for the clients.
- Was top performer according to KPIs within the team.

UX/UI designer | Freelance

Jan 2019 – present

Delivered 10+ UX/UI design projects among which are:

- iOS app for cultivating children's habits – Ludens
- Redesign of a cars import website (<https://ukcarimports.ie>)
- Dark mode version for an iOS electricity provider application

Account manager | Nautal

Jan 2019 – Oct 2020

Managed sales operations for English and Russian-speaking clients, cultivating new B2B relationships with charter companies and private boat owners across Russian, USA, and Nordic markets. Led the facilitation of new owner registrations, negotiated partnership conditions, and oversaw documentation verification processes.

Education

Master in User Experience

2020–2021, La Salle

Bachelor of Arts in Business & Design Management

2016–2020, European University Business School

Bachelor in Business Administration

2015–2016, Neapolis University